

**Suliman S.  
Olayan School of  
Business (OSB)**

# Suliman S. Olayan School of Business (OSB)

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Associate Professors:	Dbouk, Wassim; Ismail, Ahmad; Jamali, Ibrahim; Khalil, Samer; Mazboudi, Mohamad
Assistant Professors:	Al-Dah, Bilal; Faour, Mohamad; Okeily, Jihad
Senior Lecturers:	Azzam, Henry; Ghanem, Abdel Jalil
Lecturers:	Hout, Bassima; Tannir-Fawaz, Lina; Uwaydah-Mardini, Rania
Instructor:	El-Hajj, Sana

**The Management, Marketing and Entrepreneurship Track**

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Convener:	Fleszar, Krzysztof
Professors:	Osman, Ibrahim; Fleszar, Krzysztof
Tenured Associate Professors:	Moussawi, Lama
Associate Professors:	Araman, Victor; Azad, Bijan; Bou Hamad, Imad; Nasr, Walid
Assistant Professors:	Khreich, Wael; Salamoun, Randa; Zabliith, Fouad

Assistant Professor of Practice:	Sammouri, Wissam
Executive in Residence:	Halpin, Harry
Lecturers:	Geutcherian, Rita; Majdalani, Elie

## History and Overview

Business Education at AUB started in 1900 and was provided either by a department or by a semi-autonomous school under the university's Faculty of Arts and Sciences for approximately one hundred years. In celebration of the hundred-year anniversary of offering business programs, AUB established an independent School of Business (later named the Suliman S. Olayan School of Business, OSB) in September, 2000, as the sixth faculty of the University.

To date, AUB has graduated over 8,000 students from its undergraduate business programs and over 1,750 from its graduate business programs. Since its formal establishment as a distinct school, OSB has grown its full-time faculty complement from 13 members in the academic year 2000-2001 to 57 members today. It now graduates approximately 350 students from its undergraduate program and more than 60 students from its graduate programs every year.

OSB currently offers five degree programs which include an Executive Master of Business Administration (herein referred to as the Executive MBA), a Master of Business Administration (herein referred to as the MBA), a Master's in Finance (herein referred to as the MFIN), a Master's in Human Resource Management (herein referred to as the MHRM), a Master's in Business Analytics (herein referred to as the MS-BA) and a Bachelor of Business Administration (herein referred to as the BBA).

### The First AUB Faculty to Be Named

In June 2003, the AUB School of Business was named the Suliman S. Olayan School of Business (herein referred to as OSB) in honor of the late international Saudi businessman and AUB trustee whose family has always been a major supporter of AUB.

This watershed event triggered a series of major developments intended to broaden and deepen the delivery of quality undergraduate and graduate business programs at AUB. An entirely new curriculum was introduced for the BBA and MBA degrees in Fall 2001. Both degrees were redesigned to follow leading trends in international business education. In Spring 2004, OSB launched the Executive MBA program in response to the professional development needs of senior corporate leaders in the region. In 2012, OSB introduced a Specialized Master's in Finance and a Specialized Master's in Human Resource Management, and in 2017, introduced a Master of Science in Business Analytics, to its suite of graduate degree program offerings as part of its strategy to better serve the region, increase its graduate enrollment and further enhance AUB's global brand as the regional business education leader.

## Accreditation

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The degree programs of OSB are accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Requiring rigorous quality audits and adherence to best academic practices, AACSB accreditation, which is attained by fewer than 5 percent of business schools worldwide, is the international quality assurance standard for business education programs. Initial accreditation was achieved in 2009, and as per AACSB re-accreditation guidelines, OSB was re-accredited in 2014, and more recently in 2019, marking 10 years of AACSB accreditation.

## Vision

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The Suliman S. Olayan School of Business' vision is to transform business thinking in the MENA region.

## Mission

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The Suliman S. Olayan School of Business' mission is to enable world-class business research, learning and knowledge transfer from our authoritative anchor point within the MENA region.

## RADICAL Values:

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**Resilience:** We work at continuous improvement and excellence with determination and resolve. At OSB we proudly embody a trait often attributed to our larger region. Giving up is simply not part of our vocabulary.

**Agility:** Success at OSB requires that we move quickly and nimbly at opportunities, all while maintaining rigor and attention to detail. We work to remove all things that deter us from an agility that keeps us competitive.

**Daring:** We allow ourselves to work differently, experiment where others might caution, and explore as a means to keep ourselves fresh and relevant. Daring is a mindset that allows us to be innovative, entrepreneurial and creative in our own way.

**Impact:** We are at AUB to have impact through our research, teaching and transfer of knowledge. That service is multifaceted and involves a large number of stakeholders relevant to our spheres of influence.

**Commitment to good:** We are professionals committed to fulfilling our roles and responsibilities with integrity. We represent, in our roles, the highest standards, compassion and empathy that others will learn to emulate, and we will remain steadfast in expecting this of each and every one.

**Anchored in our community:** We are deeply rooted in the Lebanese community and the greater MENA region, and we interpret this fact as a definitive strength that is hard to replicate. It is the community that we are from, that we understand and that we are committed to building from our developing position of international strength.

**Legacy:** Our history is rich and inspirational and thinking of it invigorates us daily when we recognize what people have accomplished through AUB. We draw entrepreneurial courage from Suliman S. Olayan’s business acumen and success, a great perspective on community service from AUB’s many impactful alumni, and resilience from an institution that has withstood a century and a half of tumultuous societal challenges with great distinction.

## Ethics and Integrity at OSB

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OSB is committed to the highest standards of academic integrity and expects its faculty and students to exhibit exemplary behavior in this regard. All business students are responsible for familiarizing themselves with and always abiding by the AUB policies, rules and regulations that define standards for academic integrity.

## Organization and Governance

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The Suliman S. Olayan School of Business (OSB) is managed by the dean, associate deans, track conveners, program directors and the professional administrators of the school. Track conveners report directly to the dean of the school. The school is guided by the Middle East Advisory Board, a board composed of accomplished regional thought leaders and trendsetters in business. It operates under a set of school bylaws available at the following web address: <https://aub.policytech.eu/dotNet/documents/?docid=149&public=true>

OSB is organized into the functional equivalent of multidisciplinary departments, referred to as tracks. While each track has its distinct identity and designated faculty members, a track is markedly different from a department; it allows for multiple faculty membership, offers fertile soil for cross-disciplinary synergy and facilitates faculty cooperation.

The school has three tracks, each encompassing a cluster of distinct academic business disciplines and headed by a track convener:

The tracks are:

- Finance, Accounting and Managerial Economics (FAME)
- Management, Marketing and Entrepreneurship (MME)
- Business Information and Decision Systems (BIDS)

## Graduate Programs

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OSB currently offers five graduate degree programs: Executive MBA, MBA, Master’s in Finance, Master’s in Human Resource Management and Master’s in Business Analytics.

For transfer of credits from one Master’s Degree to an OSB graduate degree, no more than 9 credits (12 credits in the case of the MBA program) are transferable provided they are not credits earned by an internship, thesis or practicum, and degree minimum residency requirement is maintained. Normally, credits counted toward another graduate degree at AUB or another institution may be transferred to OSB even if they have already been used to satisfy requirements for another awarded graduate degree. Students applying for dual graduate degree one of which is the MBA, must complete at least 54 credits to fulfill dual degree graduation requirement. In the case of dual specialized master’s degrees, student must complete at least 48 credits to fulfill dual specialized master’s degree graduation requirement.

# The Executive MBA Program

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## Philosophy

The OSB Executive MBA Program is designed for experienced business leaders and motivated professionals that aspire for continuous growth and advancement. The immersive, leadership and strategy experience aims to provide you with the tools to maximize your impact in complex business environments globally, while broaden your perspective within your industry.

## Program Highlights

The EMBA program provides practical knowledge in the areas of:

- Executive Coaching
- Global Business Environment
- Business Communication Proficiency
- Digital Transformation
- Business Professional Knowledge and Competence
- Ethics
- Decision-Making

## Admission to the Program

Recruitment is ongoing throughout the academic year. However, applicants are encouraged to apply as early as possible.

Admission into the OSB EMBA program is a multi-step process:

- Submission of the application
- Application review
- Interview
- Decision

## Criteria for Admission

- Undergraduate degree
- Leadership Skills
- 10+ years of experience
- English proficiency
- Management experience
- Drive and motivation

## The Application Process

To apply for admission, the following must be submitted before the interview:

- An application form
- Recent photograph in digital format
- Copy of identity card or passport

- Two letters of recommendation
- Official transcripts for all undergraduate and graduate coursework
- Copy of academic degrees
- English requirements, please refer to Readiness for University Studies in English (RUSE)
- An application fee
- A curriculum vitae

## Program Outline

The OSB blended Executive MBA Program is the leading program in the MENA region and delivers the knowledge and expertise from our world renowned professors by leveraging their practical experience and applied research from around the world.

The program consists of 44 credits distributed over 8 general management disciplines that are covered in 24 core courses and 2 special topic courses that address a range of multidisciplinary and company-wide issues.

## The Curriculum

Discipline	Course
Strategy	Strategy
	Strategic Analysis
	Managing Risk and Uncertainty
Marketing	Strategic Marketing
	Digital Marketing
Corporate Finance	Applied Corporate Finance
	Strategic Financial Management
Operations Management	People Management
	Operations Management
	Sustainable Supply Chain Management
	Corporate Information Technology Management
	Innovation Management
Economics	Microeconomics
	Macroeconomics
Decision-Making and Data Analysis	Statistics and Data Analysis
	Quantitative Models for Decision-Making
	Business and Data Analytics
Managerial Accounting	Financial Statements Analysis
	Management Accounting
Management and O.B.	Organizational Behavior
	Executive Communication
	Negotiation and Conflict Resolution
	Leading People and Organizations
	Corporate Governance

## Program Delivery

With a practical and convenient learning structure, our executives convene 9 times throughout the program. We ensure continuous learning and interaction in between sessions through our technically designed on-line blended learning format. To optimize the experience for virtual learning, we have introduced half-day hybrid classroom residency sessions.

- 15 months program, approximately 30 days out of office
- 6 weeks on campus, 3 weeks blended format
- Personal Leadership Development
- International Study Trip
- Tailored individual project developed over 6 months

	Courses	Months	Duration	
Ongoing Leadership Development	Core Courses On-campus	Sept 2021	7 days	
		Nov 2021	6 days	
		Jan 2022	6 days	
		March 2022	6 days	
		May 2022	6 days	
		July 2022	6 days	
		Sept 2022	6 days	
			5 days	
		Special Topics On-campus	Oct 2022	(International Residency Trip)
			Dec 2022	6 days
Project: June 2022 - Dec 2022				

Online learning periods occur between each on-campus module, ensuring continuous learning and interaction between participants throughout the program.

## Academic Policies

University academic rules and regulations apply. The minimum passing grade in a course is 70 (C+). A participant who fails a course must retake it. An average of at least 80 (B) must be maintained throughout the program. Failure to do so will result in the participant being placed on academic probation, which can be lifted only upon completion of a timed development plan, mutually agreed upon by the Executive MBA Director. The OSB EMBA Oversight Committee may discontinue the participant from the Executive MBA program if the participant fails to remove the probation within the time period specified in the plan.



**EMBA 531 Strategic Financial Management 1.5 cr.**

Introduces framework, concepts and tools for analyzing financial decisions based on modern financial theory. Topics include financial planning, forecasting and valuation models, advanced capital budgeting under uncertainty, real options, advanced capital structure, capital restructuring and working capital management. The course provides an overview of the role of finance in strategic decision-making, the formulations and implementation of financial policies, procedures to problem-solving situations, financial innovation and corporate strategy and business simulation models through the use of business cases.

**EMBA 540 People Management 1 cr.**

Discusses strategies for building a sustainable competitive advantage through people. Emphasis will be placed on trends and innovations in HR, managing the diverse workforce, job analysis and planning, training and development, trends in performance management, compensation and benefits, employee and labor relations, and global human resource management.

**EMBA 541 Operations Management 2 cr.**

Introduces participants to the basic and critical operational processes within a firm and how these operational processes can be improved through quantitative techniques and optimization methods in order to meet customer needs.

**EMBA 542 Sustainable Supply Chain Management 1 cr.**

Focuses on application of tools for the optimization and improvement of logistics and supply chains in order to achieve competitive advantage. Example of topics include transportation, network design and information technology structures of a supply chain, relationship between structures and performance, analytical tools and techniques for designing and planning a supply chain.

**EMBA 543 Corporate Information Technology Management 1 cr.**

Focuses on how processes, technologies and information can be used to align the strategy of company with its operations in four areas: technology/information management; alignment of strategy with operations; process management; and integration of processes within and across organizations with technology and information.

**EMBA 544 Innovation Management 1 cr.**

Focuses on how innovation is different from invention; how innovation can be technological, organizational and business model; and familiarizes participants with approaches to organizing and managing an innovative initiative within an existing firm or new venture.

**EMBA 550 Microeconomics 1.5 cr.**

Introduces the basic principles of micro and macroeconomics and their application in organizations. Topics covered include elements of supply and demand, consumer behavior, market structures, income distribution, aggregate supply and demand, national output, inflation and unemployment, and monetary and fiscal policies.

**EMBA 551 Macroeconomics 1.5 cr.**

Prepares participants to think systematically about the state of the economy, macroeconomic policy and the economic environment of business. Includes use of economic theory in understanding financial markets, the operation and impact of

government policies, determining national income, employment, investment, interest money supply, exchange rate and inflation. Topics also include national and global business environments, international trade and business investments, international financial systems, management of the global organization, local and international laws affecting business, and the tax environment.

**EMBA 560                      Statistics and Data Analysis                      1.5 cr.**

Introduces statistical concepts and tools to support the executive decision-making process in a business environment. The course, which stresses application and managerial problem solving actions, covers: data collection and analysis, surveys, descriptive statistics, graphical summarization, statistical inference, quality control, forecasting for long and short run periods, probability and probability distribution, confidence intervals and hypothesis tests using lectures spreadsheets, and cases.

**EMBA 561                      Quantitative Models for Decision-Making                      2 cr.**

Introduces the basic concepts and methods of management science and their application to the analysis of strategic and tactical decision problems. Topics covered can include decision-making under uncertainty, linear programming, integer programming and simulation in business. Applications will cover a wide range of areas.

**EMBA 562                      Business and Data Analytics                      2 cr.**

Introduces the relevance of combining statistical techniques, computer coding, machine learning, and visualization techniques to formulating and solving business problems in a data-intensive manner. Examples include (sample): customer/market segmentation, business model innovation/new product development, online recommendation engines and fraud detection.

**EMBA 570                      Financial Statements Analysis                      1 cr.**

Integrates contemporary corporate financial reporting issues with financial analysis pertaining to the executive's own organization. The course, which stresses the user approach, covers the creation and analysis of balance sheets, profit and loss accounts and cash flow statement, effective financial statements and disclosures interpretation, financial statements measurements, standard setting issues and communicating decision-useful information to stakeholders. It also addresses international financial reporting, investment and performance evaluation, extraction of information to support the development, implementation, monitoring and evaluation of a successful global strategy, using a case approach.

**EMBA 571                      Management Accounting                      1.5 cr.**

Introduces management accounting tools and techniques most useful to generate information for decision-making and control. Topics covered include ratio analysis, common size statement analysis, trend analysis, cost management and control, cost behavior, cost-volume-profit relations, cost system design and interpretation, assessment of operations and relevant costs within an organization, product costs determination and cost allocation systems, production alternatives, allocation of care resources, pricing, assessment of the financial outcomes of commonly recurring types of operating decisions, cost system design and interpretation, and their applications. The course equips participants with the knowledge to understand, evaluate and act upon the many financial and non-financial reports used to manage modern firms.

**EMBA 580                      Organizational Behavior                      0 cr.**

Focuses on the behavioral issues of individuals and groups in organizations by examining the skills required for leading people and teams and developing talent, shaping and changing culture and ensuring alignment with strategy. This course explores the behavioral aspects of the modern workplace including processes such as individual attributes, perceptions, values and attitudes, motivation, team dynamics and cross-cultural differences. The course provides a micro-level analysis of behavior of individuals and groups within their organizations, and the influence that the environment has on such behavior patterns. The course also tackles the importance of organizational culture, how it is shaped and how it is possible to better align strategy and culture.

**EMBA 581                      Executive Communication                      1 cr.**

Explores the range and qualities of effective leadership communication in business. Emphasis is placed on putting theory and technique into practice, with respect to thinking, listening, writing, speaking and behavior. The course also focuses on the strategies for cross-cultural communication and speaking to influence and inspire action. Case studies, role-playing and presentations offer specific guidance and individualized feedback into enhancing skills and developing performance.

**EMBA 582                      Negotiation and Conflict Resolution                      1 cr.**

Examines key principles and concepts critical to the negotiation process and how to apply these concepts to negotiations. In addition, it focuses on development of analytical and behavioral skills for resolving conflict. The session will include an in-class negotiation exercise giving participants the opportunity to practice strategies and tactics in a low-risk environment and to learn about how others negotiate in similar situations. Emphasis is placed on cross-cultural communication, advanced negotiation, and power and influence.

**EMBA 583                      Leading People and Organization                      1 cr.**

Focuses on the concepts and skills needed for executive leadership in the modern organization. Emphasis will be placed on leadership concepts and applications in relation to vision, power, influence, motivation, values, attitudes, behavior, followership, communication, leading strategic change, empowerment and ethical leadership. The course draws on case studies, role-modeling exercises, and personal assessment and development.

**EMBA 584                      Corporate Governance                      1 cr.**

Explores how corporate governance affects the way organizations are directed and controlled, the different types of boards, the duties and responsibilities of board membership, and the relation between leaders and their followers in the context of Fair Process Leadership.

**EMBA 590                      Capstone Project                      6 cr.****EMBA 591                      Special Topics                      6 cr.**

# The MBA Program

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## Philosophy

The MBA program is designed for the professionals and future leaders that are looking to advance and transform their career. The MBA program will deliver a global world-class level of education that drives in the most influential, diversified, and innovative business thinkers from around the globe, leveraging on world-renowned faculty, robust theory that complements practical learning, with a customized format that would fit individual needs of participants.

## Program Highlights

- Flexible, innovative curriculum which fosters collaboration, community, teamwork and an entrepreneurial spirit
- World-class faculty research and a focus on experiential and analytical learning
- Rigorous academic theory is linked with real-world practice to build fundamental leadership and management skills
- Ongoing assessment of learning outcomes geared toward continuous improvement
- A global community of alumni worldwide create a powerful network that lasts a lifetime

Excellent teaching, executive connections and partnership opportunities are just some of the things you will experience at OSB. All our courses will provide students with opportunities to learn, practice and lead. Whether you are interested in consulting, strategy, innovation or other topics from health services to entrepreneurship, our MBA will provide you with the knowledge and recognition you are seeking from the business world.

## Admission to the Program

Normally, there are two admission deadline in March, for enrollment in the Fall term and in November, for enrollment the following Spring. For more details, please refer to the Admissions section of the AUB graduate catalogue under Application Procedures.

## Criteria for Admission

The MBA program is looking to attract and admit candidates with balanced competencies including excellent analytical skills and leadership potential.

The following requirements will be needed to consider your application:

- Average GPA of at least 80 (3.2) from a university recognized by AUB
- An applicant is considered for admission on probation if s/he has attained an average between 75 (2.7) and 80 (3.2).
- All students who do not have an undergraduate degree from AUB or any American, Canadian, British or Australian University, must meet the Readiness for University Studies in English (RUSE) of the university
- A GMAT test score. In lieu of GMAT, candidates may submit a GRE equivalence score (quantitative and verbal sections). Subject to filling a GMAT waiver request, an applicant may be exempted from submitting a test score, under the below conditions. The waiver request must be approved by the OSB Graduate Studies Committee.

- Strong candidates with quantitative undergraduate or graduate degrees from highly recognized and ranked universities
- Holders of internationally recognized certifications such as CFA
- Candidates with a significant professional number of years of progressive post-graduate, full-time work experience in an analytical or quantitative field
- Minimum 12 months of relevant work experience or equivalency judged on a case-by-case basis (outstanding applicants with less than 12 months of work experience may be considered)
- Two letters of recommendation preferably highlighting the applicant’s work experience
- Curriculum vitae
- Interview

To apply please submit an online application form at: <https://graduateadmissions.aub.edu.lb/>

As per AUB’s bylaws, the OSB Graduate Studies Committee shall act on admission to the MBA program of all applicants. Careful consideration will be given to each applicant’s file and a composite score will be used to decide on the applicant’s admission decision. For additional information on graduate admissions, refer to the Admissions section of this catalogue.

## Program Components

### Overview

The MBA program has been in existence at AUB since the mid-1940s and is committed to the highest standards of quality in graduate management education. The Master of Business Administration (MBA) is a general management program that encompasses the different areas of business and offers a robust knowledge platform comprised of a set of functional, cross-functional and skill-based core and elective courses. A variety of electives are available to choose from so students can tailor their learning experience to suit their individual needs.

Starting Fall 2020, OSB is delivering the MBA program in two modes: in-person on campus and online. At the time of applying to the MBA program, the applicant must specify whether the application is for the on-campus MBA or the online MBA program (OMBA). Applicants to either mode of delivery, i.e., MBA or OMBA, are subjected to the same admission criteria. The only difference is in the mode of delivering the program.

All our courses will provide students with opportunities to learn, practice and lead. Our graduates acquire the vital knowledge and skills to go on and build prosperous careers in various industries, including Management Consulting, Entrepreneurship, Banking, Marketing, Media and others.

### Program Outline

The MBA curriculum is composed of eight (8) core courses and a choice of 4 electives from a list of courses covering important areas of interest to the students. The program is offered on a full-time and part-time basis to suit the needs of students. Completion period ranges between 10 and 20 months depending on student preferences. It is the only graduate program at OSB which starts every fall and spring of the academic year.

## The Curriculum

<b>Curriculum</b>	<b>Credits</b>
<b>Required Core Business Courses</b>	<b>24</b>
MNGT 306 Leadership and Behavior in Organizations	3
MKTG 306 Marketing Management	3
DSCN 300 Models for Decision-Making	3
BUSS 315 Prices, Markets and the Economic Environment	3
ACCT 301 Financial Reporting and Analysis	3
DCSN 310 Operations and Process Management	3
BUSS 349 Strategic Management	3
FINA 306 Intermediate Corporate Finance	3
<b>Electives</b>	<b>12</b>
Four Business Elective Courses	3
<b>Total Credit Hours</b>	<b>36</b>

## Program Delivery

The program can either be completed on a full-time or part-time basis. As a full-time student, the program can be completed within one academic year as follows:

<b>One Year MBA Degree Plan</b>		
<b>Course Title</b>	<b>Normal (Cr.)</b>	<b>Core Elective Remedial</b>
<b>Summer term (Required for Non-BBA Holders)</b>		
Preterm Course: Financial Accounting/Basics of Finance	0	Remedial
Preterm Course: Statistics and Team Building	0	Remedial
<b>Fall term</b>		
ACCT301: Financial Reporting and Analysis	3	Core
DCSN300: Models for Decision Making	3	Core
MNGT306: Leadership and Behavior in Organizations	3	Core
MKTG306: Marketing Management	3	Core
<b>Winter term</b>		
Elective I	3	Elective
<b>Spring term</b>		
FINA306: Intermediate Corporate Finance	3	Core
DCSN310: Operations Management	3	Core
BUSS315: Advanced Business Analysis	3	Core
BUSS349: Advanced Seminar in Strategic Management	3	Core
<b>Summer term</b>		
Elective II	3	Elective
Elective III	3	Elective
Elective IV	3	Elective

Part-time students have up to three years to complete the program as follows:

<b>Two-Year MBA Degree Plan</b>		
<b>Course Title</b>	<b>Normal (Cr.)</b>	<b>Core Elective Remedial</b>
<b>Summer term (Required for Non-BBA Holders)</b>		
Preterm Course: Financial Accounting/Basics of Finance	0	Remedial
Preterm Course: Statistics and Team Building	0	Remedial
<b>Year 1 Fall term</b>		
ACCT301: Financial Reporting and Analysis	3	Core
MNGT306: Leadership and Behavior in Organizations	3	Core
<b>Year 1 Spring term</b>		
FINA306: Intermediate Corporate Finance	3	Core
DCSN310: Operations Management	3	Core
<b>Year 1 Summer term</b>		
Elective I	3	Elective
Elective II	3	Elective
<b>Year 2 Fall term</b>		
DCSN300: Models for Decision Making	3	Core
MKTG306: Marketing Management	3	Core
<b>Year 2 Spring term</b>		
BUSS315: Advanced Business Analysis	3	Core
BUSS349: Advanced Seminar in Strategic Management	3	Core
<b>Year 2 Summer term</b>		
Elective III	3	Elective
Elective IV	3	Elective

## Academic Policies

### Academic Rules and Regulations

University Academic Rules and Regulations on courses, grades, probation and dismissal apply. The minimum passing grade in a course is C+. Students in the MBA program are required to maintain a cumulative average of at least 3.2 in all courses taken for graduate credit.

### Academic Advisors

Each student has an academic advisor who normally approves the student's schedule each term. The General University Academic Information section of this catalogue provides further information on academic advisors.

## MBA Courses and Course Descriptions

Our MBA courses are taught by professionals in the field who bring forth their dynamic experiences and diverse backgrounds. Through the program students will further their understanding of core management and business knowledge and practice while simultaneously enriching their perspective and practical knowledge on how to be innovative and entrepreneurial, and a responsible business professional with a global perspective and strong strategic foundation for success. Through class discussions, team learning and hands-on work, students will experience professional growth as well as personal development. In addition to the core and elective courses, professional leadership workshops will be offered to students. Each student must complete two prior to graduation.

MBA courses all have a prefix indicating the discipline: ACCT (Accounting), DCSN (Business Decision Systems), ENTM (Entrepreneurship), FINA (Finance), INFO (Business Information Systems), MKTG (Marketing) and MNGT (Management). Integrative and multi-disciplinary courses that do not belong to a particular discipline are labeled by the prefix BUSS. It is important to note that the successful completion of the pre-MBA integrative foundation module is a prerequisite for enrollment in all core and elective courses listed below. To deepen the learning of the student and to allow for program's customizing, student can also select courses offered by other graduate programs within OSB and AUB, subject to the approval of the director.

### Remedial Courses

The integrative pre-MBA foundation module is an intensive, level-setting, 0-credit suite of three short courses offering basics in Accounting, Finance and Statistics. It normally takes place over a period of one month prior to the start of each of the fall and spring terms. It is offered online in an adaptive format and should be completed prior to the start of the program. The modules are followed by an assessment test.

### Core Courses

#### **ACCT 301 Financial Reporting and Analysis 3 cr.**

The course integrates contemporary corporate financial reporting issues with financial analysis, interpretation and performance evaluation for decision-making purposes. It presents an in-depth discussion of factors affecting analysis of business organizations and business strategy issues, and explores measurement of items on financial statements as well as financial reporting implications and investment evaluation. These topics are examined with an emphasis on the ethical dilemmas that managers may face when reporting financial information.

#### **BUSS 315 Prices, Markets and the Economic Environment 3 cr.**

This course develops understanding of how firms are influenced by the microeconomic and macroeconomic environments in which they operate. As such, it is composed of two broad parts. In the first part, students will gain an understanding of the functioning of markets and firms on the microeconomic level. Topics include pricing decisions in practice, externalities and government regulation, and risk and uncertainty in managerial decision-making. In the latter part of the course, students transcend the market to examine the broader economic environment surrounding the firm on the macroeconomic level. The effects of fiscal and monetary policies on the economy, the open economy, balance of payments, exchange rate determination and macroeconomic policy under both fixed and floating exchange rates, economic depression, hyperinflation and budget deficits will all be examined in detail.

**BUSS 349                    Advanced Seminar in Strategic Management                    3 cr.**

This advanced class is a senior capstone course for students; an integrative, big-picture course which exposes students to the strategic planning process of firms in local and global settings by utilizing the knowledge acquired from other core courses such as marketing, accounting, finance, operations, and pricing and markets. Students will culminate the curriculum through the application of core functional foundation concepts to various business situations. Emphasis will be placed on identifying the tools needed for strategic analysis of firms and industries and on comprehending the key internal and external issues executives encounter when managing corporations and departments. Topics include strategy formulation, implementation, execution, competitive positioning and evaluation techniques. Students are required to identify current problems and chart the future direction of different businesses and industries. *Prerequisites: Minimum of 18 credits of core courses including MKTG 306 and MNGT 306.*

**DCSN 300                    Models for Decision-Making                    3 cr.**

This course provides “the best practices” of spreadsheet modeling and data analytics, solving and interpretation for informed decision-making. It considers practical real life decision-making problems drawn from all functional areas of business and uses the most extensive and valuable suite of tools available in management science for developing hands-on skills. It is designed as two independent modules. Module I covers the modeling process, explains the various modeling approaches and considers single and multiple-objective decision-making. Business models are drawn from diverse applications in finance, marketing and operations. This module stresses the logic associated with model development and formulation, interpretation of solutions, sensitivity analysis and modeling limitations. In addition, students analyze real cases from their own work experience and the literature. Module II is about understanding how data can be analyzed to clarify alternatives, develop insights, support analysis and make informed decisions. The topics of data analysis covered are applied to data sets and cases from a wide variety of business applications.

**DCSN 310                    Operations and Process Management                    3 cr.**

This course gives an overview of the strategic and tactical decisions involved in operating a production or service system for sustainable competitive advantage. Emphasis is on the core concepts of capacity, variability and quality. Topics include evaluating process capacity; estimating and reducing labor costs; batching and flow interruptions; waiting-time problems and throughput losses; quality management, statistical process control and six-sigma capability; and lean operations. Links among operations, finance and strategic success are explored.

**FINA 306                    Intermediate Corporate Finance                    3 cr.**

This course covers topics such as financial management decision-making, financial planning, forecasting and valuation models, capital budgeting under uncertainty, modern capital structure theories, leasing, equity and debt financing, modern dividend theories, working capital policies, ethical issues in finance, and mergers and acquisitions using some cases simulating real world decision-making. *Pre-requisite: Pre-Foundation finance course.*

**MKTG 306                    Marketing Management                    3 cr.**

This course deals with the fundamental aspects of managing and delivering marketing programs within a corporate context. Topics covered include analyzing marketing opportunities and channels; developing marketing strategies; marketing decision-making, customer analysis and insight; product, pricing, communication and promotion; and branding. The major elements of the marketing process and their relationship with

each other will be thoroughly examined in local, regional and international contexts through case examples. Additionally, students will delve into the analytical and research techniques used to make marketing decisions. The application of these techniques to marketing situations in both profit and non-profit organizations will be practiced through the use of case studies and individual assignments.

**MNGT 306 Leadership and Behavior in Organizations 3 cr.**

This course sets the base for proper understanding and micro-level analysis of the role of individual and group behavior in organizations. It is designed as two independent modules. Module I concerns organizational behavior while Module II concerns leadership. The course will serve as an introduction to behavioral aspects of the modern workplace, including such processes as leadership, communication, motivation, conflict resolution and team building, and the influence that the environment has on such behavioral patterns. The course will help students assimilate the different roles people play in an organization irrespective of their departmental positions or functional affiliations, and recognize the interactions inherent among people, structures and environments. Particular attention is accorded to leadership as a focal point of group processes and a critical ingredient in successful organizational endeavors and transformations. Through this course students will analyze, evaluate and apply management and organizational behavior concepts, approaches and tools to both novel business problems and situations and to managerial decision-making situations.

## Electives Courses

### MBA Accounting and Finance Elective Courses

**FINA 315 Investment Analysis and Evaluation 3 cr.**

An analysis of investments in financial securities that focuses on securities markets, investment risk-return trade-off, asset pricing models and stock price behavior in relation to the capital market efficiency hypothesis. Particular emphasis is placed on stocks, bonds, and financial futures and options.

**FINA 318 Derivative Securities 3 cr.**

Emphasizes derivatives theories and applications, derivatives exchanges, valuation of derivatives (futures, forward, swaps, standard and exotic options on different underlying assets), trading practices and regulations, management of financial risks and empirical evidence on derivative markets efficiency. *Prerequisite: FINA 306.*

**FINA 320 Investment Banking 3 cr.**

Designed to meld the practical and theoretical aspects of investment banking, focusing on a review of syndication and underwriting, advisory services, clearing and funding operations, corporate restructuring, evaluation of capital investment opportunities and integrating financial engineering into real-world investment banking applications. *Prerequisite: FINA 306.*

**FINA 325 Global Finance 3 cr.**

A study of global financial markets and instruments. Topics covered include financial and investment decisions in an international environment, operations of international money and capital markets, management of foreign exchange risk, working capital management, direct foreign investment, political risk analysis and currency derivatives forward, and swap markets.

**FINA 330                      Banking Risk Management                      3 cr.**  
 Deals with financial decision-making procedures and policies of commercial banks. The focus is on regulatory environment, strategic credit decision, international banking, applications of financial engineering in risk management and management of assets and liabilities of commercial banks using the portfolio analysis approach and capital adequacy indicators. Casework is emphasized. *Prerequisite: FINA 306.*

**FINA 333                      Entrepreneurial Finance                      3 cr.**  
 Aims to take the student through the various stages of financing the entrepreneur deals with from conception, to startup to harvest. The course will go in depth in understanding entrepreneurial business models, identifying financing needs, structuring multi-staged financing, assessing financial performance, and valuing entrepreneurial ventures. From the investor's perspective, the course is designed to enable improved investment and financing decisions in entrepreneurial settings. From the viewpoint of the entrepreneur, it will examine financial planning and forecasting, financial management of start-up and rapidly growing ventures, developing business plans, company valuation, evaluation of alternative sources of financing, and venture capital.

**FINA 337                      Market Risk Measurement and Management                      3 cr.**  
 Aims to give hands-on experience of the techniques used by risk professionals to measure and manage market risk. The topics covered include emerging market risks, including currency crises, value-at-risk (delta-normal, historical simulation, Monte Carlo), conditional value-at-risk, risk budgeting, stress testing, liquidity risk and measuring and managing corporate exposures, including cash flow at risk.

**FINA 340                      Advanced Corporate Finance                      3 cr.**  
 Emphasizes strategic financial policies in theory and practice, and the formulations and implementations of financial policies through the case study approach. Case analysis covers issues such as management of short-term and long-term assets, raising capital, distribution and retention of earnings, agency problems, mergers and acquisitions, corporate failure and restructuring. *Prerequisite: FINA 306.*

**FINA 341                      Corporate Governance                      3 cr.**  
 A study of legal accountability in conformity with corporate and securities disclosure laws, market for corporate control, the role of institutional investors, leveraged buyouts, hiring and firing strategies, management compensation packages and the role of the board of directors in ensuring an appropriate accountability system and the integrity of financial reporting.

### **MBA Management and Marketing Elective Courses**

**ENTM 310                      New Venture Management                      3 cr.**  
 This course focuses on the founding and development of new business organizations (startup or franchise or even intra corporate), from the point of view of the entrepreneurial manager; it identifies briefly the prerequisites of successful new ventures, the threats to their survival, and the practical actions entrepreneurs may take to overcome them and successfully grow their venture. Law, organizational design, resource acquisition and valuation form the backbone of this course. *Prerequisite: ACCT 301.*

**ENTM 311      Family Business Management      3 cr.**

This course focuses on family businesses: their importance, structure, governance, management challenges; issues and solutions relating to succession, inheritance, business continuity, family vs. non family management, and rivalry between siblings, cousins, or across generations. The managerial, strategic, financial and behavioral complexities in these firms are also analyzed. Compensation, attracting and retaining both family and nonfamily talent, and financing the enterprise are covered. Time allowing, a couple of sessions will be devoted to introduce the basic elements of good decision making (no quantitative content): Learn to establish the framework under which good decisions are made, starting with the definition of the problem, and ending with the evaluation of alternatives and their tradeoffs under uncertainty, risk and incomplete information. *Prerequisite: MNGT 306.*

**ENTM 320      Social Entrepreneurship      3 cr.**

A social enterprise is a hybrid organization that applies commercial strategies and uses market mechanisms to solve social issues. This course provides a foundation for students to understand social entrepreneurship. It reviews various schools of thought and perspectives on social entrepreneurship's role in tackling social issues, while covering concrete tools for students to begin to engage communities, identify a problem, and develop an innovative solution.

**MNGT 332      Human Capital Management      3 cr.**

An advanced analysis of human resource function and the challenge of managing human capital in a modern corporation. The course highlights the interrelationships of the different human-resource-management functions and the strategic role of HR in today's environment, and capitalizes on new trends and actual case examples to illustrate current HR best practices. *Prerequisite: MNGT 306.*

**MNGT 319      Change Management      3 cr.**

Examines in depth the change management process as a central paradigm in modern management theory and practice. The course spans a broad spectrum, including different change models and the various organizational forces that enable and resist change; and change processes at the individual, group and organizational levels. The course also introduces theories, tools, approaches and key competencies for managing change as well as practical case studies in the management of change.

**MNGT 320      Trending Issues in Management      3 cr.**

Helps students keep pace with rapid developments in managerial know-how, covering both conceptual breakthroughs and innovative applications. This course focuses on the rapidly changing intellectual landscape in management in an attempt to discuss future directions and dominant trends in the making. The intended learning output is to ensure student preparedness for the sharp edge of management practice.

**MNGT 350      Special Topics in Management      3 cr.**

An analysis of contemporary management issues and problems. The course may be repeated for credit when topics vary. Credits depend on the course offered. *Prerequisite: Consent of track convener.*

**MKTG 311 Applied Market Research 3 cr.**

The course is designed to offer an advanced understanding of the market research process through coverage of the steps comprising the process from defining the research problem; to developing an approach; to formulating a research design and designing survey or questionnaire forms; to data collection, analysis and implementation. The course takes on an applied orientation in covering the research process.  
*Prerequisites: MKTG 306 and BUSS 300.*

**MKTG 312 Consumer Behavior 3 cr.**

Uses a behavioral science perspective to describe, understand and predict the behavior of consumers in the marketplace. This course also magnifies the basic decision-making processes followed by consumers when faced with a choice situation.  
*Prerequisite: MKTG 306.*

**MKTG 325 Services Marketing Management 3 cr.**

Addresses topics such as creating a sustained competitive advantage, designing the service delivery system, creating a service culture, building customer loyalty, exploiting the virtual value chain, reengineering the delivery system, delivering services on the web, implementing total quality management program and globalization of services.  
*Prerequisite: MKTG 306.*

**MKTG 341 Global Marketing Strategy 3 cr.**

An examination of the global strategic marketing task through the eyes of the marketing manager. Topics covered include understanding the global marketing environment, analyzing global marketing opportunities, developing global marketing strategies, designing global marketing programs and managing the global effort.  
*Prerequisite: MKTG 306.*

**MKTG 350 Special Topics in Marketing 3 cr.**

An analysis of contemporary marketing issues and problems. The course may be repeated for credit when topics vary. Credits depend on the course offered.  
*Prerequisite: Consent of track convener.*

**MBA Decision Systems and Management Information Systems Elective Courses****DCSN 320 Performance Management 3 cr.**

Strategic performance management is essential for ensuring the sustainability, continuous improvement and target setting of any public or private organization. The course covers qualitative and quantitative performance measurement and management frameworks that consider performance indicators from the stakeholder's perspective. It addresses complex decision-making scenarios where a mix of tangible and intangible measures with tradeoffs needs to be considered to determine an overall relative performance measure for an organization with respect to its peers. Approaches such as the Analytic Hierarchy Process (AHP) and Data Envelopment Analysis are covered to analyze various metrics and balanced scorecard information. Students form groups and select a topic for their final project, and gain hands-on learning experience with appropriate software tools. *Prerequisite: DCSN 300.*

**DCSN 330                      Project Management                      3 cr.**  
 The modern business relies upon improving and aligning processes with business strategy. These improvements are implemented as projects. While managing traditional projects such as construction is covered, this course emphasizes the management of the building blocks of a project's processes. Since project management is both an art and a science that balances soft (management) and hard (tool and technology) skills, both are taught. The course equips students to manage or participate in complex projects and work with project stakeholders. *Prerequisite : DCSN300*

**DCSN 340                      Supply Chain Management                      3 cr.**  
 Addresses issues of matching supply with demand in the context of supply chain management by managing both supply and demand. While the treatment is model-based, the course is aimed at developing insights needed by general managers or management consultants. The emphasis is on managing uncertain demand, both within the firm and across the supply chain. Topics include: drivers of supply chain management, designing the supply chain network, planning demand and supply in a supply chain, designing and planning transportation networks, the Newsvendor model, quick response strategies, the order-up-to inventory model, risk-pooling strategies and supply chain coordination. An introduction to managing demand through revenue management is also provided. *Prerequisite: DCSN 310.*

**INFO 320                      Building Business Value with Technology Innovation                      3 cr.**  
 Information technology (IT) is the key enabler of most key innovations and improvements in business and society. This course develops critical analysis skills required to bring new ideas into fruition that build and maintain organizations. These innovations require leveraging IT in these businesses. The course covers marketing to technology organizations, employing IT to create new business models, and innovation at industry-leading companies using IT and current IT trends.

**BUSS 398                      Project                      3 cr.**  
 The MBA project consists of a field consulting project, a case study or an extended research paper defined in agreement with the faculty readers in question. Each student is assigned a committee consisting of an advisor (first reader) and a second reader who jointly supervise and guide the student throughout. It is the responsibility of the student to select a topic and submit a project proposal to be approved by her/his readers and then by the OSB Graduate Studies Committee. All accepted projects should be deposited at the library. A student who is unable to finish the project in one term can register an additional time subject to consent of the readers.

# Master's in Finance (MFIN) Program

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## Philosophy

The MFIN program is aimed at developing highly qualified individuals wishing to become technical experts in the finance field. Our program provides the region with professionals who are well equipped with knowledge of relevant, cutting-edge financial theories and tools.

## Program Highlights

- Master's in Finance program (MFIN) is aimed at developing highly qualified individuals with in-depth knowledge and expertise in the finance field.
- The program meets the needs of students who have passion for finance and who are seeking to advance their careers in this field. It equips students with the appropriate range of analytical and research proficiencies and helps them acquire specialized (hard and soft) skills needed to excel as finance professionals.
- Students will develop a knowledge base in all areas of finance, including structured finance, financial markets, commercial and investment banking, portfolio management, equity valuation, corporate finance, energy finance, risk management, private equity, real estate finance, fintech, digital transformation, decentralized finance, and Cryptocurrency drawing on case studies from Lebanon and the MENA region.
- MFIN prepares students to work in a wide range of financial roles including: commercial and investment banking, risk management, asset and private wealth management, private equity and venture capital, consulting, auditing, CFO offices of national, regional and multinational institutions and family business among others.

## Admission to the Program

Normally, there is one admission deadline a year, in March, for enrollment in the fall term. For more details, please refer to the Admissions section of the AUB graduate catalogue under Application Procedures.

## Criteria for Admission

To be eligible for admission to the MFIN program, a student must hold a bachelor's degree and must satisfy the requirements of the university for admission to graduate study.

The MFIN program is looking to attract and admit candidates with the following qualifications:

- The applicant must possess an undergraduate degree from an accredited university with an average GPA in the last 60 credits of at least 80 or equivalent. For universities that do not follow the credit system, the cumulative average of the applicant will be taken into consideration.
- Students coming from a non-quantitative background may be asked to take the GMAT or GRE exam. Students with a quantitative background, specifically those coming from the fields of Finance, Accounting, Math, Physics, Engineering and Economics, are exempted from the GMAT or GRE requirement.
- Students not having an undergraduate degree in Business will be required to take at least two prerequisite courses prior to enrollment in the program.
- Applicants with previous work experience in the field of Finance are at an advantage. Personal interviews will be conducted with the MFIN applicants whenever deemed necessary by the Graduate Committee.

## The Application Process

To apply for admission to the MFIN program, an applicant must submit the following:

- An application form
- Two letters of recommendation
- An official transcript for all undergraduate and/or graduate coursework
- All students who do not have an undergraduate degree from AUB or any American, Canadian, British or Australian University must meet the Readiness for University Studies in English (RUSE) on page 41
- A GMAT or GRE score for students coming from a non-quantitative non-business background
- A curriculum vitae

## Program Components

### Overview

Students can complete the MFIN program in 12 months starting the fall term provided they pass all core and elective courses, and maintain a cumulative average (GPA) of at least 3.2 in all courses taken for graduate credit. Students coming from non-business backgrounds must also complete all their remedial courses. Failing to maintain a cumulative GPA of 3.2 upon completion of the courses for the program's academic year or obtaining a grade less than C+ in any course will cause a delay in graduation until the program requirements are met. Students can also satisfy all the above requirements if registered part-time over two calendar years.

## Program Outline

In order to fulfill the MFIN graduation requirements, a student must complete the following on a full-time or part-time basis as tabulated below.

<b>Course Type</b>	<b>Credits Hours (minimum)</b>
Core	18
Electives	12
Total Number of Credits Required for Graduation	30

No project (thesis) will be required.

## The Curriculum

The graduate program consists of 6 core courses and 4 electives. The core courses span the various areas of corporate finance, risk analysis and management, banking, investments, portfolio theory, and quantitative finance. The program closely follows the CFA curriculum and covers the material of the three CFA levels and beyond.

The core courses are in the general areas of:

- MFIN 301: Financial Statement Analysis
- MFIN 303: Structured Finance
- MFIN 304: Equity Valuation
- MFIN 305: Quantitative Methods of Finance
- MFIN 306: Portfolio Management and Security Analysis
- MFIN 307: Financial Strategy

Four elective courses may be chosen from the following list:

- MFIN 351: Fixed Income Securities
- MFIN 353: Financial Econometric to Empirical Finance
- MFIN 354: Risk Management in Financial Institutions
- MFIN 355: Private Equity
- MFIN 356: Financial Markets in the Middle East Region
- MFIN 357: Energy Finance
- MFIN 358: Real Estate Finance and Investment
- MFIN 359: Entrepreneurial Finance
- MFIN363: Strategy in Commercial Banking Management
- MFIN399 : Applied Investment Management

Students not having an undergraduate degree in Business will be required to take, prior to enrolling in the MFIN program, one prerequisite/remedial course of 3 credits :

- Financial Accounting/Basics of Finance

## Program Delivery

The MFIN Program can be completed in three terms (one year) in accordance with the recommended time frame suggested below for students enrolled in the program on a full-time basis.

<b>One Year MFIN Degree Plan</b>		
<b>Course Title</b>	<b>Normal (cr.)</b>	<b>Core/ Elective/ Remedial</b>
<b>Summer term (Required for Non-BBA Holders)</b>		
Preterm Course: Financial Accounting/Basics of Finance	0	Remedial
<b>Fall term</b>		
MFIN 301: Financial Statement Analysis	3	Core
MFIN 303: Structured Finance	3	Core
MFIN 305: Quantitative Methods of Finance	3	Core
MFIN 306: Portfolio Management and Security Analysis	3	Core
<b>Spring term</b>		
MFIN 304: Equity Valuation	3	Core
MFIN 307: Financial Strategy	3	Core
Elective I	3	Elective
Elective II	3	Elective
<b>Summer term</b>		
Elective III	3	Elective
Elective IV	3	Elective

Students enrolled in the program on a part-time basis can complete the requirements in six terms (two years).

<b>Two-Year MFIN Degree Plan</b>		
<b>Course Title</b>	<b>Normal (cr.)</b>	<b>Core/ Elective/ Remedial</b>
<b>Summer term (Required for Non-BBA Holders)</b>		
Preterm Course: Financial Accounting/Basics of Finance	0	Remedial
<b>Year 1 Fall term</b>		
MFIN 301: Financial Statement Analysis	3	Core
MFIN 305: Quantitative Methods of Finance	3	Core
<b>Year 1 Spring term</b>		
MFIN 304: Equity Valuation	3	Core
Elective I	3	Elective
<b>Year 1 Summer term</b>		
Elective II	3	Elective
Elective III	3	Elective
<b>Year 2 Fall term</b>		
MFIN 303: Structured Finance	3	Core
MFIN 306: Portfolio Management and Security Analysis	3	Core
<b>Year 2 Spring term</b>		
MFIN 307: Financial Strategy	3	Core
Elective IV	3	Elective

## Academic Policies

### Academic Rules and Regulations

University Academic Rules and Regulations on courses, grades, probation and dismissal apply. The minimum passing grade in a course is 70 (C+). Students in the MFIN program are required to maintain a cumulative GPA of at least 3.2 in all courses for graduate credit.

### Academic Advisors

Student should consult with the director of the MFIN program for academic advise and approval of the students' schedule.

## MFIN Courses and Course Descriptions

### Remedial Courses

MFIN 300A divided into two parts:

#### **Financial Accounting**

**1.5 cr.**

The course provides a brief overview of the accounting cycle. It first includes a discussion of the financial statements of a large, diversified international company. Next, it briefly discusses the accounting standards in the U.S. and at the international level. This is followed by an analysis of the accounting framework including objectives behind financial reporting, main users of financial statements, elements of the financial statements, in addition to the assumptions, principles and constraints that apply when reporting the financial position of a firm. The last section of the course covers issues related to the accounting cycle including recording business transactions, preparing trial balance and financial statements, to conclude with closing entries.

#### **Basics of Finance**

**1.5 cr.**

The course is an introduction to business finance (corporate financial management and investments). Participants develop a toolkit to analyze financial decisions based on principles of modern financial theory. The course introduces concepts such as discounted cash flow, corporate capital budgeting and corporate financial policy.

### Core Courses

#### **MFIN 301**

#### **Financial Statement Analysis**

**3 cr.**

The course integrates contemporary corporate financial reporting issues with financial analysis, interpretation and performance evaluation using a case approach. It presents an in-depth discussion of factors affecting analysis of business organizations and business strategy issues, and explores measurement of items on financial statements, disclosures, standard setting issues, financial reporting internationally, financial reporting implications and investment evaluation. *Equivalent: ACCT301*

#### **MFIN 303**

#### **Structured Finance**

**3 cr.**

The course covers forwards, options and futures. At the end of the course, students will gain an understanding of the mechanics of derivatives (contingent claims) markets and how derivative products are used and priced. Students will also be introduced to continuous-time financial models and their uses in modeling and valuing contingent claims.

**MFIN 304 Equity Valuation****3 cr.**

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

**MFIN 305 Quantitative Methods of Finance****3 cr.**

The course provides students with a rigorous introduction to the quantitative and statistical tools used in finance. The course begins with a review of the types of financial returns and the mathematical and statistical foundations needed for finance. The course proceeds to regression analysis (single and multiple) and covers hypothesis testing as well as diagnostic checking of regression models in detail. The course concludes with a discussion of time series analysis. Throughout the course, emphasis is placed on understanding and modeling asset returns as well as on testing asset-pricing models.

**MFIN 306 Portfolio Management and Security Analysis****3 cr.**

This course thoroughly examines portfolio allocation and management. In the first part, the course provides a rigorous introduction to mean-variance portfolio theory, equilibrium models of expected returns, such as the Capital Asset Pricing Model (CAPM), multi-factor return models, the efficient frontier as well as systematic and unsystematic risk. The course proceeds to discussing measures of portfolio performance, the efficient markets hypothesis as well as active and passive portfolio management in the equity and fixed-income markets. In addition, the course covers topics related to security, industry and macroeconomic analysis. The existence of anomalies and their implications for portfolio construction and management are also discussed from a risk-based and behavioral perspective.

**MFIN 307 Financial Strategy****3 cr.**

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

**Elective Courses****MFIN 351 Fixed Income Securities****3 cr.**

The course provides in-depth analysis of the concepts that are most often encountered in the global market for fixed income securities. The goal of the course is to develop a theoretical and mathematical approach to valuation that will be useful in a wide range of financial applications as it will develop the set of tools required to evaluate virtually any fixed income instrument.

**MFIN 353 Financial Econometrics****3 cr.**

This course introduces MF students to the advanced econometric and simulation tools used in empirical finance. The course emphasizes volatility and correlation modeling, testing of trading strategies and asset pricing models as well as testing the random walk hypothesis. The topics covered include tests of the random walk hypothesis, volatility and correlation modeling using Autoregressive Conditional Heteroskedasticity (ARCH) and other models, forecasting asset returns and volatilities, event studies, the econometrics of futures markets as well as some elements of forecasting and simulation.

**MFIN 354 Risk Management in Financial Institutions 3 cr.**  
 This course provides a rigorous introduction to quantifying and managing financial risk. Emphasis will be placed on measuring and managing market and credit risk. The course proceeds with an overview of operational risk, liquidity risk as well as the regulations governing risk in financial institutions

**MFIN 355 Private Equity 3 cr.**  
 The course is designed to provide students with a practical understanding of the private equity industry. By private equity we mean investing capital in the equity of private companies to fund growth or public companies to take them private. In both cases the aim is to provide meaningful returns to investors and sometimes substantial returns to the entrepreneurs who started these companies. We will explore how modern private equity firms raise capital, align interests, conduct due diligence, secure leverage, negotiate deals, execute an investment plan and exit through IPO or M&A. We will also discuss particular issues involved with how this business works in emerging markets, such as our MENA region

**MFIN 356 Financial Markets in the Middle East Region 3 cr.**  
 This course provides an in depth analysis of Financial Markets in the Middle East region. It discusses issues related to the region's bond and stock markets, Islamic finance and Sukuk structure, family business, asset and wealth management, commercial and investment banking as well as risk management and corporate governance in the region. The course will also cover the latest development in money, finance and banking including fintech, cryptocurrency, decentralized finance, and digital transformation. A special attention will be given to financial and regulatory issues impacting the Middle East markets.

**MFIN 357 Energy Finance 3 cr.**  
 In this course, students will develop a comprehensive understanding and thorough knowledge of the dynamics of energy markets and the financial and investment decisions underlying energy projects. The course will start by introducing the characteristics of oil and gas and the different types of transactions and markets, industry structure and terminology, financial statement analysis and risk management in the energy industry. It then establishes the basics of commodity pricing, and covers the most widely used techniques to value real investment opportunities, illustrate financing structures and approaches of energy projects, and explore the hedging mechanisms available to companies and investors exposed to the risks of energy markets.

**MFIN 358 Real Estate Finance and Investment 3 cr.**  
 The course examines selected issues in real estate, with focus on finance and investment including techniques for analyzing financial decisions in property development and investment: property income streams, pro-forma analysis, equity valuation, taxes, risk types, sensitivity analysis and portfolio management. The early part of the course will deal briefly with supply and demand aspects, and the relationship between physical assets and real estate securities as assets. It also introduces the fundamentals of mortgage securitization and public markets in real estate securities

**MFIN 359 Entrepreneurial Finance 3 cr.**  
 Students seek to understand the various stages the entrepreneur deals with from conceptual idea, to startup to harvest. The strategies and incentives of the various players and how they maneuver through the business cycle are examined. The course will go in depth in identifying financing needs, structuring multi-staged financings,

understanding business models, assessing financial performance and valuing entrepreneurial ventures. From the investor's viewpoint, the course is designed to help managers make better investment and financing decisions in entrepreneurial settings. From the perspective of the entrepreneur, it will examine financial forecasting and planning, financial management of rapidly growing businesses, start-up ventures, developing business plans, aspects of deal negotiation, company valuation, evaluation of alternative sources of financing, venture capital, initial public offering, the decision to harvest and, finally, gain realization.

**MFIN363                      Strategy in Commercial Banking Management                      3 cr.**

The course covers the financial theory and analysis as they apply to the management of financial intermediaries, with special emphasis on banking firms. The student will be introduced to the types of risks faced by financial institutions and analysis of the asset-liability and risk management techniques employed by managers to achieve their risk-return objectives. Examination of the impact of regulation, information technology and globalization on the management of banking institutions as well as ethical issues in the conduct of financial intermediation.

**MFIN399                      Applied Investment Course                      3 cr.**

This course aims to cover a broad and practical body of investment knowledge focused on the CFA program to assist future market practitioners in performing investment decisions within an ever changing and complex investment environment. The first part of the course will consist of portfolio analysis and management theory. The second part will focus on application where students will be involved throughout the portfolio management process from idea generation to investment thesis to portfolio construction to portfolio implementation. The course will also include relevant discussions by practitioners from various industry publications and guest lectures.

# Master's in Human Resource Management (MHRM) Program

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## Philosophy

The Masters' in Human Resource Management (MHRM) is a challenging and exciting 16 month program designed to prepare early career practitioners and ambitious graduates, to gain in-depth knowledge and skills in Human Resources Management and People Management (Organizational Behavior), and to meet the needs of HR globally and in the MENA region. The MHRM program empowers students with professional, research-based skills and competencies necessary for succeeding in the ever-changing context of HRM.

## Program Highlights

### Blend of practice and theory

The MHRM program at OSB offers a blend of practice and theory necessary for developing strategic thinking, evidence-based knowledge, and practical expertise in HRM and OB.

### Experts

Our courses are taught by professionals and experts in the fields of HRM and OB who bring forth their renowned experiences and backgrounds to provide you with endless opportunities to learn, practice, and lead.

### Faculty

Our faculty brings strong research, practical, and consulting experience in the MENA region and the global economy.

### Experience

The program also offers extracurricular experiences that provide students with the opportunity to interact with key players in HRM and OB in the region.

### Professional designation in HRM

In addition to a masters' degree in HRM, students will also obtain professional designation in HRM (based on individual performance) as well as an emphasis on personal leadership development.

### Curriculum

The curriculum is constantly being revamped to make sure that we continue to offer relevant, contemporary, and critical HR skills to our students.

## Admission to the Program

Normally, there is one admission deadline a year in March for enrollment in the Fall term. For more details, please refer to the Admissions section of the AUB graduate catalogue under Application Procedures.

## Criteria for Admission

To be eligible for admission to the MHRM program, an applicant must hold a university degree recognized by AUB, and must satisfy the requirements of the university for admission to graduate study (including meeting the Readiness for University Studies in English (RUSE) of the university).

Admitted applicants will normally have attained the following:

- An undergraduate average of at least 80 or equivalent in any major. The undergraduate degree must be obtained from a university recognized by AUB. An applicant is considered for admission on probation if s/he has attained an average between 75 (2.7) and 80 (3.2).
- A personal interview (when needed).

Admitted participants with non-business undergraduate degrees are required to successfully complete two remedial business courses prior to the commencement of the MHRM program.

## The Application Process

To apply for admission to the MHRM program, an applicant must submit the following:

- An application form
- Two letters of recommendation
- An official transcript for all undergraduate and/or graduate coursework
- Refer to the Readiness for University Studies in English (RUSE) on page 41.
- A curriculum vitae
- A statement of purpose

## Program Components

### Overview

Students can complete the MHRM program in 16 months starting the fall term provided they pass all core and elective courses, and maintain a cumulative average of at least 3.2 in all courses taken for graduate credit.

### Program Outline

Participants are expected to complete the program in 16 months. Admitted students, not having an undergraduate degree in business, will be required to take, prior to enrolling in the MHRM program, two prerequisite courses of 0 credits each in August.

In order to fulfill the MHRM graduation requirements, a student must take 9 core courses (27 credits) and a field project (3 credits) that can be replaced by an elective course. The field project is rooted in applying analytical and conceptual skills, knowledge and tools to a real-time strategic HR problem.

### The Curriculum

The graduate program consists of 9 core courses and one elective course or a comprehensive field project that can be replaced by an elective course to be completed in a 16 month period. Courses are offered twice a week in the evening. The courses are as follows: 10 courses- 30 credits (9 courses required- 27 credits and one elective/field project or an elective - 3 credits):

- MHRM 301: Managing the Recruitment Process (3 credits)
- MHRM 302: Human Capital Training and Development (3 credits)
- MHRM 303: Compensation and Performance Management Context (3 credits)
- MHRM 304: Ethics, inclusion and Labor Law (3 credits)
- MHRM 305: Leadership and Behavior in Organizations (3 credits)
- MHRM 306: Strategic Human Resource Management and Change Management (3 credits)
- MHRM 308: Human Resource Development (3 credits)
- MHRM 309: Evidence Based HRM Research Design and Methods (3 credits)
- MHRM 310: Final Field Project (3 credits)
- MHRM 311: HR Analytics (3 credits)
- MHRM312: HR Consulting Management

Students not having an undergraduate degree in business may be required to take, prior to enrolling in the MHRM program, at least two prerequisite (remedial) courses of 3 credits each:

- Overview of Accounting and Finance
- The Business Value Chain

## Program Delivery

<b>One Year and a half ( 16 months ) MHRM Degree Plan</b>		
<b>Course Title</b>	<b>Normal (cr.)</b>	<b>Core/ Elective/ Remedial</b>
<b>Summer term (Required for Non-BBA Holders)</b>		
Preterm Course: Overview of Accounting/Overview of Finance	0	Remedial
<b>Fall term</b>		
MHRM301: Managing the Recruitment Process	3	Core
MHRM305: Leadership and Behavior in Organization	3	Core
<b>Winter term</b>		
MHRM308 : HR Development	3	Core
<b>Spring term</b>		
MHRM304: Ethics, Inclusion and Labor Law	3	Core
MHRM309: Evidence Based HRM-Research Design and Methods	3	Core
<b>Summer term</b>		
MHRM303: Compensation and Performnace Management	3	Core
MHRM311: HR Analytics	3	Core
<b>Fall 2 term</b>		
MHRM302: HR Training and Development	3	Core
MHRM306: Strategic HRM and Change Management	3	Core
MHRM310: ( Field Project) or Elective I	3	Elective

## Academic Policies

### Academic Rules and Regulations

University Academic Rules and Regulations on courses, grades, probation and dismissal apply. The minimum passing grade in a course is 70 (C+). Students in the MHRM program are required to maintain a cumulative average of at least 80 in all courses taken for graduate credit.

### Academic Advisors

Each student has an academic advisor who normally approves the student's schedule each term. The General University Academic Information section of this catalogue provides further information on academic advisors.

## MHRM Courses and Course Descriptions

### Remedial Courses

MHRM 300A divided into two parts:

#### Overview of Accounting

**1.5 cr.**

This course provides a brief overview of the accounting cycle. It first includes a discussion of financial statements. Next, it briefly discusses accounting standards in the U.S. and at the international level. This is followed by analysis of the accounting framework including the objectives behind financial reporting, main users of financial statements, elements of financial statements, in addition to the assumptions, principles and constraints that apply when reporting the financial position of a firm. The last section of the course covers issues related to the accounting cycle including recording business transactions, preparing trial balance and financial statements, to conclude with closing entries.

#### Overview of Finance

**1.5 cr.**

This course is an introduction to business finance (corporate financial management and investments). Participants develop a toolkit to analyze financial decisions based on principles of modern financial theory. The course introduces concepts such as discounted cash flow, corporate capital budgeting and corporate financial policy.

#### **MHRM 300B      The Business Value Chain**

**3 cr.**

This course is a holistic, interdisciplinary overview of a business firm, its competitive landscape, objectives, strategy and operations. The course explores the firm's various functions and how they work together and affect one another to form a company's business strategy. Firm strategy is also explored through examination of customer and competitive analysis.

### Core Courses

#### **MHRM 301      Managing the Recruitment Process**

**3 cr.**

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.

**MHRM 302      Human Capital Training and Development      3 cr.**

The first part of this course introduces students to the psychology of training. It focuses on how the research literature supports different approaches to training needs analysis, training design and training evaluation. The second part of the course introduces students to principles of employee development with focus on coaching. It focuses on the history of coaching, coaching models, the importance of evidence-based practice and the use of methods drawn from behavioral science, along with ethical considerations and evaluation.

**MHRM 303      Compensation and Performance Management Context      3 cr.**

This course examines the theory of employee performance, compensation and rewards management. It focuses on strategic performance management process, measurement and planning, and link performance to compensation management and practice, criteria used to compensate employees, compensation design issues, and employee benefits. This course is most suited for the HR professional interested in knowledge of the art and science of compensation practice in the broader performance management context and its role in promoting companies' competitive advantage.

**MHRM 304      Ethics, Inclusion and Labor Law      3 cr.**

Within human resource management studies, the question of ethical conduct has many dimensions that are multilayered and complex. Key challenges concern how best to manage the HR function in a manner that is "ethical". However, clearly the "ethical answers" are not always straight forward. MHRM 304 introduces students to the key concepts and approaches foundational to unpacking ethical challenges in human resource management in order to better understand and navigate the different issues that might arise. Students will explore tough HRM-related questions such as: How do HR managers attempt to create and maintain an organizational culture that is fair, safe, and promotes the wellbeing of employees? What are the ethical considerations that HR managers think about when they want to attract, retain and/or promote a diverse and inclusive workforce? What are some of the key performance management issues that pose particularly challenging ethical dilemmas (e.g., sexual harassment policies, privacy and monitoring practices, community engagement and employee activism)? To help better explore these questions, this course is designed to provide students with the necessary analytic tools to deepen their grasp of ethical challenges, by drawing from three different foundational perspectives; namely: Managerial, Social Justice, and Critical-Feminist. The course provides rationales for making both a business and a moral case for engaging in "ethical" HRM strategies. The course also provides a glimpse of advanced HRD concerns tied to appropriately navigating the complexities of local business embedded within harsh geopolitical forces and transnational markets.

**MHRM 305      Leadership and Behavior in Organizations      3 cr.**

This course introduces participants to many of the basic principles of human behavior both in terms of intrapersonal and interpersonal dynamics. The course is effectively divided into two parts. The first part introduces the student to the basic driving principles of employee and group/team behavior. These principles are essential for HR managers to be familiar with when managing individuals and building high performance groups and teams in organizations. Core areas of coverage aligned with this include: include individual differences in abilities and attitudes, perception, attribution and bias, motivation, group dynamics including teams and communication, power and politics, leadership and organizational culture. The second part of the course sensitizes the student to the principles and power of intrapersonal exploration for leadership development. In this latter part of the course participants will be asked to begin to

embark on a journey of self exploration through self-assessments, feedback interviews and crafting strategic plans for development. Particular attention is given to leadership as a crucial point of group processes, and as a decisive factor in organizational success.

**MHRM 306 Strategic Human Resource Management and Change Management 3 cr.**

This course aims to highlight the complex interactions and needed alignment of human resource management and strategy. On one hand, the course underscores how human capital management is invariably of strategic concern. On the HRM side, the course examines how HR strategies need to be integrated with other management functions and with the overall sense of direction (or strategy) of the firm. The new desired strategic thrust or orientation is also positioned in the context of relevant change management directives and insights, given that the new SHRM philosophy will require significant changes and new orientations at different levels of the organization.

**MHRM 308 Human Resource Development 3 cr.**

Human Resources Development (HRD) is grounded in the concept of using learning to improve performance through three primary application areas: Training & Development, Organization Development and Career Development. This course is designed to provide an overview of scholarship and practice in the field of HRD. We will take a close look at HRD theory and its conceptualization in diverse contexts. We will then explore each application area to develop an understanding of HRD as a field of professional practice in organizations.

**MHRM 309 Evidence based HRM-Research Design and Methods 3 cr.**

This course will focus on research methods most commonly used in organizational research, focusing on research design and data analysis. Students will be exposed to qualitative research techniques such as interviews, focus groups, case studies, and grounded theory using content analysis. This course is also designed to provide students with advanced knowledge in statistical tools used in organizational research. The course will focus mostly on advanced quantitative data analytic techniques and basic inferential statistics including t-test and regression, and Chi-square. The course will stress on the organic links between these various research methods and an overall evidence-based approach to management and HRM specifically.

**MHRM 311 HR Analytics 3cr.**

Organizations nowadays are facing unprecedented change and unpredictability, which requires leaders, workers, and HR professionals to recognize the pivotal role that HR analytics play in strategic success. To translate this into practice, they need to believe in the power of predictive people analytics which hold the promise of calculating a “risk-of-leaving”, “last-minute-hiring”, “ready-for succession” rates and many other rates of index for every employee, which varies with their work and life situation, and alerts managers to take preventive action. At the same time, organizations still face the constant incongruity of HR analytics: the significant opportunity it offers versus the persistent challenges of making a real impact on decisions, actions, strategy, and organizational outcomes. That paradox is even amplified by rising ethical issues that require organizations to establish limits on what should and should not be measured and reported about their employees. This course will tackle this paradox of workforce analytics and shares with you practical insights about different leaders from different industries with all the challenges they faced and how they were able to overcome them. More importantly, it will show you how HR executives can guide organizations for building and realizing the value of workforce analytics and how this can have a great

positive impact on organizations' performance. For that, HR leaders should come up with preventive measures which highly rely on people analytics and show top management that great decisions about their workforce based on evidence and analysis.

## Elective Courses

### **MHRM 312      HR Consulting Management      3cr.**

This course is designed to introduce the students to the theoretical as well as the practical approaches of the consulting professions with a subsequent emphasis on HR consulting. Effort will be placed on developing proficiencies in a range of skills required to practice consulting. The course is relevant to those who are interested in consulting careers and / or those who would like to understand the mind frame of HR consulting for intrapreneurial purposes. The course relies on invited experts from the field of HRM consulting from multiple firms in the region and internationally.

# Master of Science in Business Analytics (MSBA)

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## Program Philosophy

The Master of Science in Business Analytics (MSBA) Program prepares the next generation of experts in business analytics. Participants in the program will acquire the necessary knowledge to frame business problems in analytical terms and undergo hands-on training in applying the trendiest, most relevant analytical tools to capture, process and analyze large data sets. The analytical findings will help organizations extract actionable insights to make better informed decisions, recommend strategies to improve performance of operations, create shared value for sustainable growth, gain competitive advantages, identify new opportunities and enable the digital transformation from basic to smart organization. Graduates of the program will develop advanced proficiency in executing and applying business analytics initiatives to challenging business problems in various industry domains including supply chain and operations, project management and marketing. The program aims to help meet the growing industry needs in the MENA region in particular and the world at large for business analytics professionals with the required new skills and expertise.

## Program Highlights

The program aims at achieving the following objectives:

- Frame business problems in analytical terms: Identify the business requirements, relevant data, needed information technology, competitive edge, value added proposition to the business and performance metrics for success.
- Analytical modeling and solving: Develop advanced analytical modeling and solving skills to best address business problems in various industries; further expose students to new techniques more applicable to the unstructured and streaming nature of big data.
- Analytics communication and management: Learn how to effectively communicate analytical and sometimes complex results to a mixed audience; develop core managing skills more applicable to a business analytics project including planning, team leadership, project management, conflict resolution, negotiation and convincing techniques; create shared value for sustainable performance growth.

## Admission to the Program

Normally, there is one admission deadline in March a year for enrollment in the Fall term. For more details, please refer to the Admissions section of the AUB graduate catalogue under Application Procedures.

## Criteria for Admission

To be eligible for admission to the MSBA program, a student must hold an undergraduate degree from a recognized university and must meet the Readiness for University Studies in English (RUSE) of the University. The program is open to students from other educational backgrounds including Business, Computer Science, Engineering, Economics, Mathematics, Statistics and so forth.

To be accepted into the MSBA program, the applicant must possess an undergraduate university degree with a Grade Point Average (GPA) equivalent to an AUB average of 80 or above. An applicant is considered for admission on probation if s/he has attained an average between 75 (2.7) and 80 (3.2).

A personal interview may be conducted with an MSBA applicant when deemed necessary. As per AUB's bylaws, the OSB Graduate Studies Committee shall make the final decision on the admission of applicants to the MSBA program.

## The Application Process

To apply for admission to the MSBA program, an applicant must submit the following documents:

- An application form
- Two letters of recommendation
- An official transcript for all undergraduate and/or graduate coursework
- Refer to the Readiness for University Studies in English (RUSE)
- A curriculum vitae

Application form, online submission and frequently asked questions are available at the online graduate application system: <https://graduateadmissions.aub.edu.lb>.

## Program Components

### Overview

The MSBA program requires a minimum of 30 credit hours consisting of 6 required core courses (18 credits) and 4 elective specialized courses (12 credits). The 12 credits can be taken in one of two options:

Option 1 includes two core specialized elective courses (6 credits) and a thesis project (6 credits).

Option 2 includes two core specialized elective courses (6 credits); one general elective (3 credits); and a capstone project with experiential learning in industry (3 credits).

Please note if the two core specialized elective courses and thesis or project are taken in a given area, the student is entitled to an MSBA with a concentration title in that area (e.g., supply chain, project management, etc.)

## Program Outline

Participants will complete the program in a period of 12 months on a full-time basis. The program can also be completed on a part-time basis over a period of 24 months. The program starts with a 2-week boot camp and orientation (prerequisite) in August and continues for 12 months starting in September. In order to fulfill the MSBA program requirements, a student must complete the following on a full-time or part-time basis as tabulated below:

Course Type	Credit Hours
Core	18
Elective	6
Thesis or Capstone project and Elective	6
<b>Total number of credits required for graduation</b>	<b>30</b>

## The Curriculum

The graduate program consists of 6 core courses, 2 electives, and a thesis that could be replaced by an elective and a capstone project.

The core courses areas follows:

- MSBA300 : Business Understanding in Analytics
- MSBA305 : Data Processing Frameworks
- MSBA310: Applied Statistical Analysis
- MSBA320: Optimization & Simulation
- MSBA315: Predictive Analytics and Machine Learning
- MSBA325: Data Visualization & Communication

Elective courses may be chosen from the following list:

- MSBA316: Text Analytics and Natural Language Processing
- MSBA318: Forecasting Analytics
- MSBA319: Big Data Processing and Blockchain Technology
- MSBA335: Supply Chain Management
- MSBA360: Social Media Analytics
- MSBA370A: Data Driven Digital Marketing
- MSBA370B: Consumer Behavior Analytic in MENA
- MSBA375: Strategic Performance Management

Special Topics

- MSBA350A: Health Care Analytics
- MSBA350B: Pricing Analytics

## Program Delivery

<b>One Year MSBA Degree Plan</b>		
<b>Course Title</b>	<b>Normal (Cr.)</b>	<b>Core Elective Remedial</b>
<b>Summer term</b>		
Bootcamp : Python and R	0	Remedial
<b>Fall term</b>		
MSBA300 : Business Understanding in Analytics	3	Core
MSBA305 : Data Processing Frameworks	3	Core
MSBA310: Applied Statistical Analysis	3	Core
MSBA320: Optimization & Simulation	3	Core
<b>Spring term</b>		
MSBA315: Predictive Analytics and Machine Learning	3	Core
MSBA325: Data Visualization & Communication	3	Core
Elective I	3	Elective
Elective II	3	Elective
<b>Summer term</b>		
Elective III	3	Elective
Capstone project	3	Elective
Or		
Thesis	6	Elective
<b>Two-Year MSBA Degree Plan</b>		
<b>Course Title</b>	<b>Normal (Cr.)</b>	<b>Core Elective Remedial</b>
<b>Summer term</b>		
Bootcamp : Python and R	0	Remedial
<b>Year 1 Fall term</b>		
MSBA300 : Business Understanding	3	Core
MSBA310: Applied Statistical Analysis	3	Core
<b>Year 1 Spring term</b>		
MSBA305: Data Processing Frameworks	3	Core
MSBA315: Predictive Analytics and Machine Learning	3	Core
<b>Year 1 Summer term</b>		
Elective I	3	Elective
Elective II	3	Elective
<b>Year 2 Fall term</b>		
MSBA320: Optimization & Simulation	3	Core
MSBA325: Data Visualization and Communication	3	Core
<b>Year 2 Spring term</b>		
Elective III	3	Elective
Capstone project	3	Elective
Or		
Thesis	6	Elective

## Academic Policies

### Academic Rules and Regulations

University Academic Rules and Regulations on courses, grades, probation and dismissal apply. The minimum passing grade in a course is 70. Students in the MSBA program are required to maintain a cumulative average of at least 80 (3.2) in all courses taken for graduate credit.

### Academic Advisors

Each student has an academic advisor who normally approves the student's schedule each term. The General University Academic Information section of this catalogue provides further information on academic advisors.

## MSBA Courses and Course Descriptions

### **MSBA 000      Boot Camp and Orientation (prerequisite)**

Students will be required to attend a two-week long, non-credit applied camp. It introduces students to the major analytical tools used in the program as applied to basic statistics and data visualization. These include, among others, R/R-Studio, Python, SPSS, Excel and Tableau.

## Core Courses

### **MSBA 300      Business Understanding in Analytics**

This course will focus on business understanding and problem framing. This includes analysis of previous findings; identifying stakeholder challenges and the organization ecosystem; understanding innovation essentials and components of the analytics framework to compete on analytics; developing a data strategy for defining key performance metrics, data quality checks, benchmarking indices and data sources; introducing big data concepts and technological infrastructure for processing information; discussing innovative business models, appropriate analytical tools and the necessary leadership role to implement analytics initiatives and prioritize them for budgeting; efficient resource allocation; and effective creation of shared values and sustainable performance growth in a business domain.

### **MSBA 305      Data Processing Framework**

The course focuses on the technology processing of data prior to performing data analytics to extract actionable intelligent insights. It covers data preparation, integration and processing using open-source software tools such as Python, Hadoop and Spark based platforms. Topics include identification of the datasets of interest; preparing the data; building data models using SQL and NoSQL databases and performing operations to explore large and complex datasets. It also explores big data and how and when to integrate big data platforms within an enterprise information system. Through guided hands-on tutorials, students will become familiar with data processing techniques using different frameworks.

**MSBA 310 Applied Statistical Analysis**

This course is designed to familiarize students with various applied statistical methods and tests. It will enable students to gain statistical knowledge and skills needed to solve business problems. In addition to the overview of hypothesis testing methods and exploratory data analysis (EDA), the course covers in-depth a wide range of parametric and non-parametric regression models such as multiple linear regression with interaction terms, multicollinearity diagnostics, variable selection, logistic regression, and classification and regression trees (CART). Students will already have received an early hands-on training as part of the pre-requisite boot camp on using the statistical tools and packages required for this course such as R/R-Studio, Python, Excel, and SPSS.

**MSBA 315 Predictive Analytics and Machine Learning**

Students in this course will learn about supervised and unsupervised training methods. The focus is on identifying relationships that cannot be found by basic statistics and used, for example, in customer satisfaction, branding, machine failure, resource allocation, fraud detection and fraudulent activities. Techniques include nearest neighbors, Naive Bayes, deep learning, text mining, clustering, association rules, regularization and dimensionality reduction. The bias/variance trade-off and model selection is a focal point of the course and will be illustrated from multiple angles. Students will acquire hands-on experience in all techniques taught.

**MSBA 320 Optimization and Simulation**

This course is an introduction to quantitative models for managerial decision-making in a complex and dynamic business environment. Students learn to develop linear, discrete, non-linear and multi-criteria optimization models; perform sensitivity analysis; analyze decisions under uncertainty; and conduct scenario analysis using simulation. The course introduces students to advanced software tools used in simulation and optimization.

**MSBA 325 Data Visualization and Communication**

This course introduces students to the latest data visualization techniques and tools to visualize data using dashboards, scorecards and other formats. Students will learn presentation techniques with emphasis on the data story, the visual display of data and smart reporting of results. Students will acquire hands-on skills to create effective information visualization based on different data types and audiences. A mix of coding with out-of-box tools will be explored depending on the visualization goals and context. Presentations leveraging latest technology and software such as Tableau, QlikView or IBM Insights. Other covered topics include web analytics and communication.

**MSBA 390 Capstone Project with Experiential Learning in Industry (3 credit hours)****MSBA 395 Thesis Project (6 credit hours)**

The purpose of this course is twofold:

- The first is industry-oriented, focused on preparing students for the market and to hit the ground running from their first day on the job.
- The second is designed to enable students to deepen their knowledge in the field with the option of pursuing an advanced degree.
- In both cases, students will follow the entire lifecycle of framing, modeling, analyzing and communicating results to address a business challenge and present their findings in front of a jury panel composed of academics and industry professionals.

## Elective Courses

### **MSBA 316 Text Analytics and Natural Language Processing**

The course covers major concepts and techniques for processing, cleaning, visualizing, and analyzing textual data to extract interesting information, discover knowledge, and support decision-making in business applications. Students will learn fundamental natural language processing techniques (such as tokenization, stemming, lemmatization, part-of-speech tagging, and named entity recognition), text representation (such as classical bag-of-words models, language models, and modern distributed representation of words), text categorization and classification, topic modeling, document summarization, and sentiment analysis. Hands-on labs and projects in parallel to course lectures and readings will allow students to develop practical skills in building foundational text analytics and NLP tools that can be applied to real-world business analytics challenges and problems.

### **MSBA318 Forecasting Analytics**

Time series forecasting is essential for every organization that deals with quantifiable data. It is widely used in retail stores, international financial organizations, energy companies, banks and lending institutions, and in many other industries. Forecasting analytics enable managers and policy makers to better make informed decisions. This course is a hands-on introduction to quantitative forecasting of time series. Students will learn the most popular forecasting techniques used in practice. The course covers topics such as pre-processing, characterization, and visualizing time series, model performance evaluation, smoothing methods, time series regression models, Box-Jenkins models, autoregressive integrated moving average (ARIMA) models, models with binary outcome, and neural networks for time series.

### **MSBA319 Big Data Processing and Blockchain Technology**

The course first focuses on blockchain technology and its applications in business. It explores how blockchain brings profound changes to businesses and explains how it transforms businesses structures, functions and roles of the organization. The course then dives into the various methods of blockchain governance that exist in the market place and examines specific features of blockchain to overcome problems that have been difficult to solve in the past using the existing centralized architecture. Topics include: key concepts like hashing, public key cryptography, digital signing, mining, proof-of-work, proof of stake, public vs private vs permissioned blockchain, peer-to-peer transactions, blocks, consensus mechanisms, smart contracts, crypto-asset, distributed resources, decentralized protocol, and the double-spending problem. These concepts will be illustrated using the Bitcoin application and implemented mainly using Ethereum. The course then tackles how to process large data volumes on large computational clusters by introducing advanced features for Spark 2.0. Students will learn how to set up clusters in both batch and real time modes, retrieve big volumes of textual data, analyze streaming data and use the ML API.

### **MSBA 335 Supply Chain - Fundamentals**

This supply chain management course provides understanding of fundamental concepts for supply chain management from both analytical and practical perspectives, including a strategic framework to analyze the design, planning and operations decisions within supply chains. It covers supply chain drivers, supply chain process stages and performance metrics. It focuses on developing supply analytics strategy for competitive advantage, planning the demand and supply of products/services, managing inventory decisions and designing warehouse layout subject to materials handling considerations. Students will acquire hands-on experience in relevant supply chain analytics tools.

**MSBA 340      Supply Chain - Logistics**

This course provides understanding of the logistics aspect of designing a competitive supply chain strategy. It focuses on the designing and planning of facility locations, transportation system networks and scheduling using analytics and geo-information data to derive decisions; global sourcing and procurement strategies; negotiation techniques and rules of conduct in international trade and freight; assessments and decision techniques for outsourcing and coordinating third-party logistics. It also focuses on the role of information technology in the e-functions of supply chain logistics. Students will acquire hands-on experience in relevant supply chain logistics tools.

**MSBA 345      Project Management Fundamentals**

This course introduces the core fundamentals including the five process groups (Initiate, Plan, Direct & Execute, Monitor & Control and Close), in addition to the ten knowledge areas according to industry standards (Integration, Scope, Time, Cost, Quality, Human Resources, Communications, Risk, Procurement and Stakeholder Management). The course offers a perspective necessary to having a holistic and integrated view of managing projects in the business world. Students learn how to identify challenges, gather stakeholder requirements, communicate across existing organizational units and bring the necessary resources together in a harmonious manner.

**MSBA 350      Project Portfolio Management**

The Project Portfolio Management course focuses on the “what and why” issues in project and program management. It shows how Project Portfolio Management is the strategic layer of performance measurement and management undertaken to confirm the alignment of strategies with an organization’s investment, mission, vision and goals to achieve desired objectives. It focuses on enhancing the project and program selection through several methods. It unifies the cost-benefit risk-opportunity metrics, enterprise architecture, capital planning, prioritization of resource, investment control, budgeting, project management and management of operations. Models and analytics tools for projects and programs are introduced, including assessments of risk and earned value management. The course also introduces students to some advanced software for project portfolio modeling and analytics tools.

**MSBA 365      Customer Analytics**

This course introduces marketing research with particular focus on customer analytics harnessing the power of big data analytics. It offers a comprehensive understanding of marketing research and its application to customer analytics, and emphasizes the importance of leveraging big data sources using various customer analytics tools and strategies.

**MSBA 370      Data Driven Digital Marketing**

This course covers the key concepts and strategies of data-driven digital marketing and growth hacking with real-world applications and case studies. The aim is to demystify the role of data in providing critical marketing insights that can pave and shape marketing strategies. Students will examine the various techniques for search engine optimization and will learn how to implement and manage search-advertising campaigns. They will also learn how to effectively engage with customers across a diverse range of social media platforms and experience the best practices for creating and delivering effective e-mail and mobile marketing campaigns.

**MSBA 355      Enterprise Resource Planning**

This course focuses on covering the different aspects of Enterprise Resource Planning systems, how to manage them and use them for analytical purposes. It shows how ERP systems, when selected and managed successfully, can ultimately support business processes. The focus is on the cross-functional applications that span various departments in enterprise contexts. It emphasizes the following topical areas: overview of an ERP infrastructure, ERP and business processes, management of ERP lifecycles and the use of ERP for business analytics.

**MSBA 360      Social Media Analytics**

This course addresses the move towards social media to build intellectual capital, communicate with society, exchange knowledge among a global workforce, and provide the public face of business for marketing and corporate communications. The course explores the role of social media technologies (e.g., Twitter) in shaping societal and business trends, and emphasizes analyzing social media data in terms of reach, engagement, influencers, etc. using Python and open source tools. The course also explores social networks in the important of information propagation in social media.

**MSBA 375      Strategic Performance Management**

This course covers strategic performance measurement and management to generate applied insights, manage performance efficiency and effectiveness and make informed decisions to sustainably boost growth. The course focuses on modeling and analyzing the performance of an organization. It covers the essentials of a strategic performance framework, the development of performance metrics, the use of appropriate analytical tools to generate policy recommendations and finally the implementation of strategic recommendations in a real business context (e.g., Human Resources, Finance and Operations Management). Students are required to locate an organization to conduct a strategic performance study. Thus, this module combines the scientific rigor, relevant professional experience and analytics hands-on tools in an applied business domain, using student groups to meet milestones and deadlines.

**MSBA 380      Pricing and Revenue Management**

The course focuses, at a tactical level, on how to integrate pricing, sales and product design decisions to extract maximal value from any mismatch between supply and demand. It also introduces pricing as a hedging tool in the presence of various risk factors. It is based on data handling and model building, and relies on constrained optimization techniques implemented through Excel and Solver. Effective pricing and capacity management offer powerful levers that companies are increasingly using to squeeze more profits in competitive markets. Through a combination of case studies, lectures, computer games and guest speakers, the course reviews the main methodologies used in each of these areas and surveys current practices in different industries. The ultimate goal is for students to learn to identify and exploit opportunities for revenue optimization in different business contexts.