

## Program Structure: Banking and Finance (96 Credits)

### Students 2025–26

Year 1		
<i>Remedials if Bridging Student</i>		
<b>Course Name</b>	<b>Remedial - Economy</b>	This course explores the theoretical foundations and practical applications of performance management systems within organizations. It emphasizes the strategic role of performance management in aligning individual performance with organizational goals, fostering employee development, and enhancing organizational effectiveness. The course also examines its integration with other human resource functions, including job analysis, training and development, and compensation and benefits. Through evidence-based frameworks, best practices, and case studies, students gain the knowledge and skills needed to design, implement, and evaluate effective performance management systems.
<b>Code</b>	ECON 901-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Bridging	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Enroll in the first semester	
<b>Course Name</b>	<b>Remedial - Mathematics</b>	This course provides first-year ASB students with the technical and methodological foundations required for further mathematical studies supporting their major, particularly for students with a BT3 background. It facilitates access to the mathematical concepts required for courses in the ASB.
<b>Code</b>	MATH 901-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Bridging	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Enroll in the first semester	
<b>Course Name</b>	<b>Remedial - Statistics</b>	This course introduces first-year ASB students to fundamental statistical principles and techniques, particularly for students with a BT3 background. It equips students with statistical tools that enable them to empirically validate and reinforce their knowledge. The course covers key statistical concepts, including arithmetic mean, median, mode, standard deviation, combinatorics, probability calculation, discrete random variables, graphical optimization, and bivariate statistics.
<b>Code</b>	STAT 901-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Bridging	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Enroll in the first semester	
<b>Semester 1</b>		
<b>Course Name</b>	<b>Principles of Accounting 1</b>	Accounting is often described as the “language of business,” through which a company communicates with internal and external stakeholders. Accounting information enables internal stakeholders to make informed managerial decisions and external stakeholders to make sound investment decisions. In this course, students learn to distinguish between different types of companies, classify basic accounts, prepare journal entries and financial statements, and complete merchandising operations. The knowledge gained in Principles of Accounting 1 forms a cornerstone for further studies in business.
<b>Code</b>	ACCT 101-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Passing the Math Entrance Exam	
<b>Course Name</b>	<b>Math for Business</b>	This course provides first-year ASB students with the technical and methodological foundations needed to study mathematics in support of their specialization. It facilitates access to the mathematical concepts required for courses in statistics, probability, financial mathematics, quantitative methods for business, and microeconomics.
<b>Code</b>	MATH 501-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Passing the Math Entrance Exam	
<b>Course Name</b>	<b>Introduction to Business</b>	Introduction to Business is a first-year foundation course that introduces the basic concepts of business and management. It covers topics such as the business mindset, managerial roles and responsibilities, basic economics, communication, ethics and corporate social responsibility, forms of ownership, and the global marketplace. These topics are designed to spark interest and provide a strong foundation for students to pursue their bachelor’s degree studies.
<b>Code</b>	MGMT 101-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Passing English Level A2.2 + Co-Requisite Remedial B1.1	
<b>Course Name</b>	<b>Introduction to Computer Facilities</b>	This course aims to develop students’ skills in using Microsoft Office software. It trains students to use Microsoft Word, Excel, and PowerPoint to handle common business situations. Through lab practice, students learn to prepare professional university projects and strengthen their digital competencies. The course also supports students in completing projects and presentations in other courses, particularly internship reports and final projects.
<b>Code</b>	SSKL 102-EP00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Semester 2</b>		
<b>Course Name</b>	<b>Principles of Accounting 2</b>	This course introduces students to the accounting processes of two forms of business organizations: partnerships and corporations. It also expands their knowledge of key topics such as depreciation and its various methods, disposal of plant assets, accounting for receivables, and the preparation of the statement of cash flows. The course covers accounting for plant assets and depreciation, partnerships, corporations, receivables, and the statement of cash flows.
<b>Code</b>	ACCT 102-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Principles of Accounting 1	
<b>Course Name</b>	<b>Microeconomics</b>	This course examines the behavior of individuals in a perfectly competitive market. It explains how consumers maximize their satisfaction under budget constraints by choosing the optimal combination of goods to consume, and how producers maximize profits given production costs and resource allocation. The course also explores how equilibrium between supply and demand is established under conditions of pure competition.
<b>Code</b>	ECON 101-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Math for Business	
<b>Course Name</b>	<b>Financial Math</b>	This first-year course provides students with the skills and tools needed to address financial situations involving simple and compound interest. It covers future and present value, moving forward and backward in the equation of time, annuities, amortization, and sinking funds.
<b>Code</b>	MATH 502-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Passing the Math Entrance Exam	
<b>Course Name</b>	<b>Marketing Principles and Practice</b>	This course introduces the fundamental concepts and language of marketing, with an emphasis on developing responsive marketing strategies that meet customer needs. It examines the role of marketing within organizations and its impact on society. Topics include market segmentation, product development, promotion, distribution, and pricing.
<b>Code</b>	MRKT 101-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>Statistics for Business</b>	This course provides first-year ASB students with a basic understanding of statistics. It introduces a framework of technical and methodological principles through which students learn and apply statistical concepts, without formal proofs. The course covers descriptive statistics and probability, including mean, median, standard deviation, correlation between variables, estimation, conditional probability, and probability laws and distributions. Applications are general in nature, with exercises drawn from business, economics, health, medicine, engineering, and the social sciences.
<b>Code</b>	STAT 401-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Passing the Math Entrance Exam	

Year 2		
Semester 1		
<b>Course Name</b>	<b>Cost Accounting</b>	This course introduces the principles of management accounting and distinguishes its role from that of financial accounting. It examines various types of costs, costing methods used in different industries, and cost allocation tools applied by management accountants. The course also introduces the fundamentals of sales budgeting and develops students' skills in preparing and calculating sales budgets, enabling them to make informed cost management decisions.
<b>Code</b>	ACCT 103-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Principles of Accounting 2	
<b>Course Name</b>	<b>Business Law</b>	This course introduces the fundamental legal principles relevant to business administration. It provides an overview of the basic concepts of law, its branches, sources, and the organization of public authorities. The course examines key topics including financial liability, obligations and contracts, contractual and tort liability, commercial law and business organizations, labor law and employment contracts, intellectual property rights, and cybercrime. By the end of the course, students gain a comprehensive understanding of the legal framework governing business activities. The knowledge acquired enables them to recognize their rights and responsibilities in professional contexts and to apply legal principles in various areas of business administration, including commercial operations, corporate structures, employment relations, and the protection of business activities in the digital environment.
<b>Code</b>	LEGL 101-EC10	
<b>Language</b>	Arabic	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business	
<b>Course Name</b>	<b>Quantitative Methods for Business</b>	This course introduces quantitative analysis techniques used to support decision-making in business and finance. It presents methods from operations research and probability that help managers evaluate alternatives and make informed, data-driven decisions. These approaches enable managers to assess risk, expected profitability, and select the most appropriate solution among several feasible options.
<b>Code</b>	MATH 505-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	20 Credits	
<b>Course Name</b>	<b>Human Resource Management</b>	This course introduces the main functions of human resource management (HRM) within organizations, including job analysis, workforce planning, recruitment, selection, training and development, and other HR practices. It familiarizes students with the employee-employer relationship and the role of HRM in managing this relationship. Through case studies, the course connects students with real-world HR practices and highlights the involvement of various organizational stakeholders.
<b>Code</b>	MGMT 102-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business	
<b>Course Name</b>	<b>Fundamentals of Finance</b>	This course introduces the fundamental principles of finance and their role in wealth management and organizational value creation. It examines how corporate finance manages the creation and circulation of funds within an organization to ensure their effective use and long-term sustainability. The course covers key financial concepts that help managers understand and manage financial resources, regardless of their area of specialization.
<b>Code</b>	FINA 101-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Principles of Accounting 2	
Semester 2		
<b>Course Name</b>	<b>Macroeconomics</b>	This course provides a comprehensive introduction to macroeconomics. It develops the theories and analytical skills needed to understand the overall economy and evaluate its performance in terms of national income, as well as the impact of major economic policies on output and interest rates. The course also examines key macroeconomic issues such as unemployment, inflation, deflation, and economic growth. Topics include aggregate output, unemployment, inflation and long-run growth, goods and financial markets, the IS-LM model, the labor market, and the Phillips curve.
<b>Code</b>	ECON 102-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	20 Credits	
<b>Course Name</b>	<b>Total Quality Management</b>	This course introduces the fundamental concepts of total quality management and the importance of achieving sustainable quality through continuous business process improvement. It familiarizes students and future managers with the concept of quality in products and services to meet diverse customer needs. The course also explains how to translate the voice of the customer (VOC) into a value proposition and define the quality attributes associated with that value.
<b>Code</b>	MGMT 109-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business + 24 Credits	
<b>Course Name</b>	<b>Taxation</b>	This course examines applied taxation within the framework of the tax system, which is based on three main pillars: tax policy, tax legislation, and tax administration. It explores how tax policy determines the scope and sources of taxation in light of economic, political, and social factors, in accordance with the principles of public finance. The course also analyzes the role of tax legislation in establishing tax rules and regulations, as well as the function of tax administration in implementing these laws, collecting taxes, and ensuring compliance. Through exercises and case studies, students develop a practical understanding of tax and fee laws relevant to business administration.
<b>Code</b>	ACCT 109-EC10	
<b>Language</b>	Arabic	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Principles of Accounting 2	
<b>Course Name</b>	<b>Financial Management</b>	This course introduces the principles of financial management and their role in creating and preserving organizational value. It examines the processes involved in making sound financial decisions and the responsibilities of financial managers in managing corporate resources. The course also explores how financial decisions affect the performance and long-term wealth of a company.
<b>Code</b>	ACCT 105-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Financial Analysis / Fundamentals of Finance	
<b>Course Name</b>	<b>Practicum</b>	This internship provides students with practical experience in a professional environment. It enables them to gain a better understanding of how organizations operate and to observe the practical application of principles, theories, and best practices introduced during their first two years of study. Students also develop insight into workplace relationships, the use of organizational resources, and the role of business and management knowledge in supporting effective participation in organizational activities. The practicum further aims to strengthen students' motivation to excel in their studies and to build valuable professional experience for their future careers.
<b>Code</b>	MGMT 107-EP10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Oral and Written Communication Skills + 48 Credits	

## Year 3

### Semester 1

<b>Course Name</b>	<b>Entrepreneurial and Small Business</b>	This course explores the entrepreneurial process of conceiving, evaluating, creating, managing, and potentially selling a business. It addresses key business areas—such as finance, accounting, marketing, and management—while emphasizing the creative and strategic aspects of entrepreneurship. Through classroom discussions, case analyses, and the development of feasibility and business plans, students learn to design comprehensive strategies for launching and managing a business. The course also encourages interaction with the business community, teamwork, and active participation in practical exercises.
<b>Code</b>	MGMT 106-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business + 45 Credits	
<b>Course Name</b>	<b>Business Policy and Strategic Management</b>	This course introduces the fundamental concepts and terminology of strategic management and presents a comprehensive framework for strategic planning. It examines how strategic management brings order and discipline to an organization's internal processes and external activities. The course enables students to understand and apply various strategies to enhance an enterprise's competitiveness.
<b>Code</b>	MGMT 117-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business + 45 Credits	
<b>Course Name</b>	<b>Monetary Theory and Policy</b>	This course introduces the principles of monetary theory and policy and examines key monetary indicators such as interest rates, inflation, and the money supply. It explores how monetary policy is implemented at both the macroeconomic and institutional levels, including the role of central banks in regulating the financial system. Through the analysis of monetary events and policy scenarios, students develop problem-solving skills and learn to evaluate the effects of monetary policies on the economy.
<b>Code</b>	ECON 103-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Macroeconomics	
<b>Course Name</b>	<b>Corporate Finance</b>	This course examines the principles and practices of corporate finance, focusing on the financial decisions made by companies and their interactions with investors and financial markets. It explores how firms raise capital, allocate financial resources, and create value for shareholders. Topics include risk and return, diversification, bond valuation, cost of capital, capital budgeting, capital structure decisions, dividend and share repurchase policies, and company valuation using discounted cash flow (DCF) analysis.
<b>Code</b>	FINA 103-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Financial Management	
<b>Course Name</b>	<b>Financial Markets</b>	This course examines the functions and structure of financial markets and their role in the economy. It provides students with a comprehensive understanding of investment choices and portfolio management techniques. The course analyzes market equilibrium, the bond market, and the main theories explaining fluctuations in interest rates. It also highlights the importance of well-developed financial markets in supporting economic growth and stability.
<b>Code</b>	FINA 104-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Macroeconomics	

### Semester 2

<b>Course Name</b>	<b>Business Communication</b>	This course focuses on developing effective business communication skills essential for professional success and leadership. It emphasizes the importance of interpersonal communication in the workplace and encourages students to strengthen their communication abilities in business contexts. As a capstone course, it prepares students to become effective and confident leaders in their future careers.
<b>Code</b>	MGMT 133-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Common Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Introduction to Business + 45 Credits	
<b>Course Name</b>	<b>International Banking and Finance</b>	This course examines the principles of international banking and finance and the environment in which multinational organizations operate. It introduces the main institutions that regulate and monitor international financial markets. The course explores key concepts such as exchange rates, interest rates, and inflation, and analyzes their impact on international trade and financial markets. It also addresses transaction, economic, and translation exposures faced by multinational firms and examines financial instruments, including forwards, futures, and options, used to manage these risks.
<b>Code</b>	FINA 105-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Macroeconomics	
<b>Course Name</b>	<b>Banking Operations and Services</b>	This course examines the main operations and services of the banking sector. It introduces students to different types of banking, including retail, corporate, investment, Islamic, and international banking, as well as the services associated with each. The course also analyzes bank balance sheets and the main risks faced by banks, providing students with a clear understanding of how banking institutions operate and manage financial risks. Through this approach, students gain comprehensive insight into banking activities and their role in the economy.
<b>Code</b>	FINA 106-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Banking and Finance	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Financial Analysis / Fundamentals of Finance + 45 Credits	

### FUC: Formation Universitaire Commune (3 credits x 3 courses)

<b>Course Name</b>	<b>FUC - Citizenship and Society</b>	This course examines citizenship as a set of formal and informal institutions that define the rights and duties of members within political communities. It explores key theories and research on citizenship, its historical forms, and major contemporary issues such as multiculturalism, international migration, and globalization. The course also analyzes the relationship between citizenship, politics, the economy, and culture, and examines how evolving social and political factors shape modern regimes of citizenship.
<b>Code</b>	SCOP 202-AC00	
<b>Language</b>	Arabic	
<b># of Credits</b>	3 Credits	
<b>Course Name</b>	<b>FUC - Oral and Written Communication Skills</b>	This course introduces the principles of communication and the main methods of oral and written expression in academic and professional contexts. It develops students' abilities to prepare organized, persuasive, and informative presentations and to communicate effectively with different audiences through both face-to-face and written formats. Emphasis is placed on critical thinking, reasoning, and the ethical use of evidence in communication. The course also promotes values aligned with the identity of Antonine University and is offered according to students' second language proficiency (English or French), while allowing the use of Arabic when appropriate.
<b>Code</b>	COMM 300	
<b>Language</b>	English	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	Remedial English Level B1.2	
<b>Course Name</b>	<b>FUC - Ethics in Life and Pluralism</b>	This course introduces students to the principles of ethics in life, studies, and research. It promotes ethical discernment based on universal human values while encouraging respect for diversity and interreligious dialogue, in line with the values of Antonine University. The course encourages critical and analytical thinking and fosters responsible attitudes in a diverse society such as Lebanon. Students also learn strategies to avoid bias and develop basic information literacy skills to support well-reasoned arguments in real-world contexts.
<b>Code</b>	ETHI 300-EC00	
<b>Language</b>	Arabic	
<b># of Credits</b>	3 Credits	

## Elective Courses: Choose 2 courses x 3 credits

<b>Course Name</b>	<b>Elective - Business Ethics</b>	This course examines the role of ethics in business and highlights ethical behavior as a sustainable long-term strategy for organizations. It explores the ethical issues faced by managers in modern business environments and the competitive advantages that responsible practices can provide. The course also introduces key ethical principles and concepts and analyzes how they apply to real-world business dilemmas, helping students navigate ethical challenges in their professional lives.
<b>Code</b>	ETHI 201-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Family Business</b>	This course examines the importance of family businesses and the challenges they face. It combines theoretical perspectives with practical insights drawn from the realities of family businesses in Lebanon. The course encourages entrepreneurial thinking and supports students interested in developing or managing family enterprises. Students learn to design action plans, manage growth opportunities, and apply analytical frameworks and decision-making tools relevant to family business management.
<b>Code</b>	MRKT 114-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Project Management</b>	This course introduces the principles and practices of project management, a key skill required in modern organizations. It provides a comprehensive overview of the challenges involved in managing projects and examines the main stages of the project management process, including project selection, planning, organization, and control. The course also develops students' analytical and interpersonal skills and highlights the use of computerized project management systems, such as JIRA and Microsoft Project, to support effective project implementation.
<b>Code</b>	MGMT 114-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Management Information Systems</b>	This course provides an in-depth understanding of how organizations use information systems and technologies to achieve business objectives. It examines the role of information systems in improving operational efficiency, supporting decision-making, developing new products and services, and gaining competitive advantage. The course highlights the importance of effectively applying information technologies across different business functions, making the knowledge gained valuable for students pursuing careers in accounting, finance, management, operations, or marketing.
<b>Code</b>	MGMT 123-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Social Media for Business</b>	This course examines the role of social media as a key driver of marketing communication and business growth. It equips students with the skills to design and implement platform-specific strategies aligned with business objectives, including audience analysis, brand voice development, content planning, and performance measurement using analytics tools. Topics include social commerce, influencer marketing, AI-driven automation, crisis management, ethics, privacy, and the differences between B2B and B2C communication. Through case studies and a group project, students develop an integrated, multi-platform social media campaign and gain practical experience in strategic planning, content creation, and performance optimization.
<b>Code</b>	MRKT 103-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Introduction to Lean Six Sigma</b>	This course introduces the basic concepts of Lean Six Sigma and its role in achieving sustainable quality through continuous business process improvement. It presents the principles and tools used to enhance process capabilities, increase efficiency and speed, reduce errors, and improve customer satisfaction. The course also highlights how Lean Six Sigma practices contribute to organizational performance and profitability.
<b>Code</b>	MGMT 134-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Défi et enjeux contemporains de l'entreprise</b>	Ce cours examine les défis contemporains auxquels les entreprises sont confrontées dans un monde de plus en plus complexe et globalisé. Il analyse l'impact des catastrophes naturelles ou provoquées par l'activité humaine sur les sociétés, l'environnement et les écosystèmes. Le cours explore également le rôle et les responsabilités des entreprises, publiques et privées, dans la prévention, l'adaptation et la gestion des crises, ainsi que dans la prise de décisions face aux enjeux économiques, sociaux et environnementaux actuels.
<b>Code</b>	MGMT 1035-EC10	
<b>Language</b>	French	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Basics of Logical Thinking and Game Theory</b>	This course introduces the basic principles of logical thinking and game theory as applied to management, economics, and finance. It explores different forms of reasoning, including mathematical, verbal, cognitive, and propositional logic, and their role in scientific and managerial decision-making. Through selected examples and practical exercises, students develop analytical and problem-solving skills and become familiar with logical reasoning tests commonly used in academic and professional selection processes.
<b>Code</b>	MATH 507-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Game Theory (BA)</b>	This course introduces the principles of game theory and the analysis of strategic interactions among decision-makers. It examines how individuals, firms, governments, and other agents choose strategies when their outcomes depend on the actions of others. The course explores key concepts such as competition, cooperation, and interdependence, and applies game theory to real-world situations including pricing, production, bargaining, auctions, voting, and the management of shared resources. Through these applications, students gain insights into decision-making in business, economics, and public policy.
<b>Code</b>	MGMT 125-EC10	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Tourism and Hospitality Marketing</b>	This course introduces students to the core marketing principles and strategies tailored to the tourism and hospitality industry in both national and international contexts. It explores key marketing concepts, including service marketing, segmentation, targeting and positioning (STP), destination branding, and digital marketing. The course also provides theoretical and practical insights into managing tourism and hospitality businesses in a globalized and dynamic environment.
<b>Code</b>	MRKT 115-EC00	
<b>Language</b>	English	
<b>Program</b>	BBA - Elective Course	
<b># of Credits</b>	3 Credits	
<b>Prerequisite Course</b>	21 Credits	
<b>Course Name</b>	<b>Elective - Other UA Course Approved by ASB</b>	

**Note: Each program covers 96 credits**

57 Credits - All Concentrations

9 Credits - FUC (University Common Courses)

6 Credits - Elective Courses

21 Credits - Program Specific Courses

3 Credits - Practicum (Internship - 2 months)