

Faculty of Business and Management

Presentation of the Master's programs in
Business and Management

2021 - 2022



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Why enrolling in a Master at the FGM?

Difference between the Master and the BA

The USJ no longer distinguishes between Research and Professional Masters (according to the new regulations of the Ministry of Higher Education).

All FGM BA holders are admitted to M1 after validating the 180 BA credits.

For advice, visit the FGM website, ask your teachers, current Masters' students, etc.

The choice of Master option is made upon validation of the 60 credits required for the first year of the master (when you finish M1 and M2 semesters).

The selection will be based on the average of the grades obtained in the mandatory courses of M1-M2.

Master Options/Concentrations comprising 36 credits

04 Concentrations

Accounting, Audit, and Control

Master in International Marketing in a Digital Environment (double degree)

Master in Industrial Business Management (double degree)

Business and Management

Characteristics of the program

- Seminars approach — *where the active role of the participant*

4 semesters of study total of 120 ECTS credits

Professional projects

Researches

Presence and active participation mandatory: where it's impossible to combine the Master with professional activity after 4.30 p.m.
(if this is your case, privilege the part-time Master over 3 or 4 years).

Program and Schedule

The first and the 2nd year programs end in early July (so there are no more summer sessions).

Classes are given every evening from 5 p.m. to 7:45 p.m.

Admission to a master's degree at the FGM (year 2021-2022)

For current FGM students

FGM-USJ students completing their courses in the second semester 2020-2021 can complete their registration **online starting July 2021**

For other candidates

Academic prerequisites

- Lebanese Baccalaureate or equivalent diploma
- Bachelor in Management / Business / Finance...or equivalent

Dates

- FGM-USJ students who have completed their undergraduate studies in previous years, must contact the FGM secretary from March 1 to July 31, 2021
- Other graduates can submit their file between March 1, 2021 and August 31, 2021 to the faculty's secretary. The registration fee is 150,000 LBP., the selection will be made based on a file study and an interview.

Objectives of the different Masters

- ✓ All Masters (in French or English) include a Research dimension to train students in critical thinking and a systematic study of problems logic.
- ✓ All Masters in Business and Management have common courses (mandatory) especially at the first year and all intend to train responsible and competent executives.

“International Marketing in a Digital Environment” and “Industrial Business Management”

The Masters in “International Marketing in a Digital Environment” and “Industrial Business Management” lead to a double diploma (Spanish and Lebanese). The first year, the students will be in Lebanon at the FGM and the second master year they move to IQS Barcelona. Students will be selected based on an interview.

Master in Business 1st and 2nd year courses

Semester 1

- Economic analysis (4c)
- Business Plan (4c)
- International Communication (4c)
- Business Policy (4c)

Semester 2

- Business research (4c)
- Digital Technologies for Business (4c)
- Decision Making in Business (4c)
- Corporate Project: Business Plan (20c)
- Electives (8c)

Semester 3

- Organization Design (4c)
- Financial Markets (4c)
- Market Strategy (4c)
- Information System (4c)
- Multimedia Development (4c)

Semester 4

- Operations Management (4c)
- Business Processes & Company Structuring (4c)
- Portfolio Management (4c)
- Projects Management (4c)
- Thesis (24c)

Master in Business : Elective Courses

Corporate governance
& change management
(4C)

International trade
(4C)

Risk management
(4C)

Economics of
Innovation
(8C)

Marketing,
e-business,
e-commerce
(8C)

2nd year

Master in Control Audit and Accounting (English)

Taxation and legal aspects of the firm

Advanced Financial Accounting

Internal Audit and Risk Management

Advanced cost accounting

Applied Financial Analysis

Advanced corporate Finance

Business firm assessment

Audit and Assurance services

Accounting theories and Financial Informations

Internship / Thesis (24 crédits)

Master in International Marketing in a Digital Environment (MIMDE)

This Master is offered in partnership with IQS School of Management at Ramon Llull University in Barcelona (Spain), students continue their studies from M1 at USJ and M2 at Barcelona to obtain a Lebanese double Master from USJ and Ramon Llull's European program comprising 2 semesters and a work-study internship in Spain.

2nd year : Master MIMDE

01

Strategy

- International Marketing Strategy (6c)
- Advanced Market Research(6c)
- International Product Development (3c)
- Marketing Planning (3c)
- Competitive Intelligence (3c)

03

Sales

- International Sales Management (6c)
- International Account and Channel Management (6c)
- Retail Management (6c)

02

Digital

- Community Management (3c)
- Digital Marketing Strategies (3c)
- Mobile Marketing (3c)

Master in Industrial Business Management

This Master is offered in partnership with IQS School of Management at Ramon Llull University in Barcelona (Spain), students continue their M1 studies at USJ and in following their choice to continue their studies in this concentration, they will move in Barcelona for the two semesters of M3-M4. An internship in industrial management will be done by a work-study program in Spain and thus the students will obtain a double Lebanese master's degree from USJ and a European master's degree from Ramon Llull.

Courses

Semester 1

(Mid-September till Mid- February)

- Economic analysis (3c)
- Cost analysis for Decision Making (4.5c)
- Marketing (4.5c)
- Financial Statement Planning (3c)
- Ethics and SRC (3c)

Semester 2

(Mid-February till Mid-June)

- International Economy (3c)
- Strategic Analysis and Planning (4.5c)
- Business Law (4.5c)
- Innovation Management (3c)
- Analysis and Data Management (3c)
- Financial Analysis (3c)
- Logistics and Processes (3c)
- Internship (7.5c)
- Master Thesis (6c)

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Master in Sports Management (Fr)

Master in Management Consulting



ADVISORY BOARD





Thank you