

University of Balamand

Let's Talk Business Newsletter

"Our vision is to be identified as a leader in Business education in Lebanon and the Middle East."

For feedback, contact us: fobm@balamand.edu.lb

We aim for excellence through contemporary, practical, and innovative programs.

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader"

- John Quincy Adams

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Dean's Words

Karim J. Nasr, Ph.D.

Dean of the Faculty of Business and Management

It has been said: "You either lead, follow, or get out of the way". Much has been written about leadership. Questions like: Are leaders born or grown? Can leaders be identified early on? Where do leadership traits come from? has stimulated the interest of academicians and practitioners. Leadership stems from caring, from having a "bug" to lead change, and from the urge to make a difference. To lead is to dare, to attempt to go where others have not gone, to be creative, to bear and assume ownership of people and organizations, to live by example, to empower others and to share success. Without a doubt, no progress and no competitive advantage without sound leadership. In all cases, leaders can not translate their vision into success without the support of those exceptional individuals, in the trenches, executing the initiatives thought of by the leaders. So, step up to the plate and lead in your own way!

The Wedding Planner

On March 14th, 2013, The School of Tourism and Hotel Management held a lecture in Jacobo Auditorium on the theme: **Events Planning**. The wedding planner, Mr. Paul Nasr, gave students the opportunity to learn more about the strategies in planning a wedding. Mr. Nasr talked about the steps required to design your "dream wedding" from A to Z. His team, which includes THM alumnus Joanna Ladkani, took a small idea and develop it into something exquisite and classy that will blow your mind away, taking into consideration the concept, layout and ambiance of the wedding ceremony.



Editor's Words

Dr. Sadek Sahli

Many theories attempted to define leadership but the offered answers could not meet the public expectations in the time of revolutions and complete dissatisfaction with political officers, parties "leaders" and even with the managers in the private sector. The available space would not be enough to offer a detailed solution but defining who is not a leader could be a good start. A leader is not somebody who would look in text books to answer every question you ask him/her. He is not a false bureaucrat who would use laws to kill creativity. He could never be a person plagued by self-idolatry and who is preaching self-serving values in the name of community welfare. Such anti-leadership traits are very destructive in every time and every area of human activity, but they are most destructive in chaotic times.

Leadership vs. Management



The Faculty of Business and Management held a seminar entitled "**Leadership vs. Management**" presented by Mr.

Emile Kanaan who holds a Master of Commerce degree from the University of Western Sydney and is currently working as an Operations Manager for the two Fonterra Factories in Tasmania. An opening remark was presented by Dean Nasr. The speaker then shared his work experience with students and explained more about the difference between leading and managing in an organization. Students were intrigued by Mr. Kanaan's perspectives and seemed engaged in the Q&A session.

How to Become a Great Leader

Mr. Emile Kanaan

Having leadership skills is the main ingredients for managers to succeed. The paradox is that many of us can not distinguish between management and leadership. Today we have to master both. When Jack Welch became the Chief Executive Officer of General Electric, the world's largest company, he discovered that the organization was full of technical skills and lacked the leadership qualities that are needed in order to grow and develop. "In manufacturing we try to stamp out variance. With people, variance is every thing." He said. So how can leadership deal with it? Leadership is centered around people, their behavior and belief. Just imagine a student working on a project that he/she hates, what sort of result do you expect? The same is practiced at work. Leadership enhances passion, belief and the abilities to create an environment that enables people to grow in hard times. Next time you see your football team loose, don't judge the players just change the coach. Jack Welch reported "everyone you meet is another interview" that is so because being a great leader is all about finding and building great people no matter where they come from.

The Millionaire in the Hot Seat!!

Jessica Makhlouta

An Australian-originated game show taking place in Egypt has made Bilal Najjar, a current **BBA student** 'The Millionaire in The Hot Seat'. At only 23 years of age, he managed to defeat his opponents using his own strategic mentality and walk away with an incredible 250,000 Dirham (approximately 88,000 US. dollars). With his head held high, using his well-informed aptitude, Bilal had to successfully complete a series of three interviews, while extensively testing his intellectual knowledge on a range of topics against thousands of other applicants in the Middle East.

Bilal donated 10% of the prize money to charity, helped his friends with their tuition, bought a vehicle, invested in a small restaurant and is planning on pursuing Masters in Scotland. Inspired by self motivation, Bilal declares that "No one's a failure; they just need to find their self inspiration".



Bilal Najjar, BBA Student

My Leader, My Hero!

Dr. Hala Khayr

The number of leadership theories probably outweighs those of actual leaders known till date. It would not surprise me if I knew of a thinker who fathered more than a theory at a time. Each of the traits theory, the behavioral theory, visionary leadership theory, charismatic leadership theory, transformational leadership theory and all the rest have some truth to them, however, I'm particularly fond of the servant leadership theory that greatly matches the Level Five Leadership theory. These combine professional will and humility. These theories probably originated from the Bible (sermon on the mount), although no author relates them to religious teaching.

Simply put, the servant leadership theory states that to be a leader of a group, one has to be its servant. To be a leader, one has to have the integrity to give credit to the team for successes, and to hold accountability for failures.

To be a leader you should be a mother Teresa who served the poorest of the poor in Calcutta, India. To be a leader you have to be a Steve Jobs, a smart man who made smart phones and changed the way we communicate forever. Forgive me if I'm not as fond of empty business suits who impress rather than address, who juggle rather than tackle, who talk the talk, but never walk the walk.

My next leader (hero) will be the one who has values rather than interests in solving conflicts and ending wars. My next hero will be one who creates safety measures to insure that planes will not crash rather than one who shoots them down. My next hero will be one who comes up with a cure for cancer rather than issues the biggest number of publications about the topic. My hero is any man or woman who simply adds positivity to the world in everything he/she does. Be my guest, be my hero!

Ministry of Food S.A.L. at Balamand

Dr. Hamid Debs

On the 11th of April, 2013, the School of Tourism and Hotel Management at the University of Balamand hosted two guest speakers from the company Ministry of Food S.A.L.; the owner and founder Mr. Donald Battal and the Human Resources Generalist, Mrs. Hana Arida Zavzavadjian. The company Ministry of Food includes brand names such as, Classic Burger Joint, Tomatomic which is a pizza delivery concept, and Café Diem.

Mr. Batal presented his idea on "turning a concept into a business". He was also able to influence students positively because of his love and passion for the business. He showed students that success is based on a strong desire to learn through research. Also, the profitability of a business depends on your team full potential and passion. Finally, Mrs. Zavzavadjian informed the students about career and development opportunities at the company.



AACSB Membership

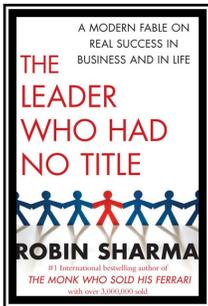
Dean Karim Nasr

The Faculty has become a member of **AACSB International**. AACSB stands for the Association to Advance Collegiate Schools of Business. Membership provides all faculty, staff and administrators with access to AACSB resources to support continuous improvement efforts. This is a leap along the accreditation journey of FOBM.



The Leader Who Had No Title: A Book Worth Reading

Rania Najjar



The Leader Who Had No Title is not just for businesspeople. Anyone can lead! This is a book for any one who wants to shift from being a victim to becoming a leader. For anyone who wants to do brilliant work and lead a world-class life. It is all about a game changing idea: leadership is no longer just for CEOs and heads of state. Everyone now has the opportunity (and responsibility) to show leadership in

what they do. Anyone can Lead Without a Title. By using transformational ideas in this book, students, faculty and staff could take their work lives to “wow”, create explosive results and step into the lives they were built to lead.

If you would like to join our book club to discuss this book please free to email Ms. Rania.najjar@balamand.edu.lb

Competition: CFA

The Faculty of Business and Management hosted a competition entitled “**CFA**” where four universities competed: American University of Beirut (AUB), University of Balamand (UOB), Universite Saint Esprit de Kaslik (USEK) and American University of Science and Technology (AUST). The company “Aramex” was selected by the CFA Institute and each university had a team who worked on the project and presented their investment-related recommendations in front of a jury panel. UOB treated all visitors to a world-class lunch at the restaurant of the School of Tourism and Hotel Management.



New Program: Master of Science in Accounting and Finance

The Faculty of Business and Management (FOBM) Launched a NEW MS program “Master of Science in Accounting and Finance”. The mission of the MS Accounting and Finance program is to provide local and regional aspiring candidates with topnotch up-to-date knowledge of relevant disciplines (Accounting & Finance) and a set of professional and technical skills allowing them to solidly advance in their chosen pathway, whether that is further academic or professional studies, or employment. The objective of the program is to enable students to focus on particular aspects of Accounting and Finance and to conduct relevant research in their respective disciplines. The program is also preparing students to enter doctoral studies or to pursue relevant professional certifications. In addition to Business graduates, students with Economics and Engineering backgrounds can also pursue this major.



Field Trip to UNICO

Dr. Hamid Debs

The School of Tourism and Hotel Management organized a field trip to UNICO S.A.L. (Union Industrielle et Commerciale). Mr. Guy Markarian explained the main products of the company known for supplying the best hotels, hospitals, catering companies, pastry shops, restaurants and households in Lebanon such as InterContinental Hotels Group, Four Seasons, Le Gray and many more. Next, a tour in the manufacturing part of the company which exhibited all hotel supplies such as chafing dishes, buffet plates, stands and wedding cake stands. Finally, students also had the opportunity to have a tour in the showroom of the sister company MG Hotel Supplies guided by the owner who showed the students the different ceramic ware and pottery. The trip was very informative, entertaining and fruitful. To quote from Jerry Moran “Perfection has to do with the end product, but excellence has to do with the process.”



What is Your Body Language?

Do you believe that body language can make or break your career? Have you ever wondered whether someone is interested in you, your product or service or whether someone is lying or deceiving you?

Mr. Habib Al Khoury, body language expert and the owner of **“Ocean Events”**, a Lebanese company specialized in the training and development of individuals and organizations in sales and body language was hosted by the School of Tourism and Hotel Management at the University of Balamand on March 12, 2013 to discuss the importance of body language and how you can easily and effectively transform your image.

Mr. Habib explained that understanding body language is a need for every person in this competitive market. He also tackled different topics in body language such as, how to make a first impression, how to give a presentation, how to detect lying gestures and how to control bad habits... Many students from different majors attended the session. To quote from Peter F. Drucker “The most important thing in communication is hearing what isn’t said.”

Strategic Plan for Your Career

What is your mission statement? Do you have a vision? Are you wondering how to plan your career? “Just plan it by yourself” he suggested.

Mr. Sioufi is the founder and Managing Director of Beyond Learning L.L.C. He was invited by the Faculty of Business and Management to present a seminar entitled **“Strategic Plan for Your Career”**. An opening remark was presented by Mrs. Omayya Kuran.

Mr. Sioufi asked the students to plan their own career, and always ask “WHY?” because if they did, therefore they would get it right. Find the job that is right for you, love it, if not then quit immediately. The speaker asked the students to prioritize, plan, prepare, think positively, keep the smile, never regret anything and move on.

Mr. Sioufi noted that Disney’s mission statement is “To make people happy”. What is yours?



Congratulations!!

The School of Tourism and Hotel Management would like to congratulate its students **Flavia El-Khoury** and **Rashelle Abi Jawdeh** for winning the **“1st Gold Medal”** in the National Live Junior Chefs Competition which took place on Wednesday the 10th of April, 2013 in HORECA, Biel.



Where Are They Now?



Georgina Issa

I graduated from UOB in Spring 2012 holding both the BA and MBA degrees. During my MBA study I worked as a Teller at BLC Bank. This experience expanded my knowledge and got me introduced to the real world. After graduation I married my soul mate and moved to Pointe Noire Congo, where now I am working in a travel agency “Trans Air Congo” as an accountant, and I am so glad I received my education at Balamand. Balamand has a good educational environment which provides its graduates with high qualifications.



Jad Georges Dahdah

I graduated from the University of Balamand four years ago with a BBA degree in Business Administration, Auditing and Accounting concentration. UOB gave me the chance to learn in a diversified and friendly environment with students from Lebanon and abroad. I completed my degree with the support of proficient doctors and professors who played a key role in offering my colleagues and me the right skills, knowledge, and a tremendous potential to compete in this challenging world. I am proud to tell u that I have been working for four years now in the world's leading oilfield services company “Schlumberger” with several assignments throughout the Middle East, Europe and the Fareast. I am currently working in Tax and Compliance for Schlumberger’s French entities in the Financial Hub located in Kuala Lumpur, Malaysia.



Hilmi Abdel Rahim

My journey at UOB ended in 2009 with a BA degree in Business Administration, concentration in Banking and Finance. During my path I was introduced to great lecturers who were very keen in setting us on the right track for a bright yet promising career. I started my current job in March 2010 as a client service officer at Merrill Lynch. Working at one of the leading wealth management firms in the world has been always a dream. Concerning my educational plans, I might be considering an MBA or Masters in Finance in the near future. I would like to take this opportunity and thank all my professors and friends who supported me throughout my journey at UOB.