



Our Vision is to be identified as a leader in Business education in Lebanon and in the Middle East
We aim for excellence through contemporary, practical, and innovative programs.

Let's Talk Business

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

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Adha Mobarak...Merry Christmas And Happy Happy New Year 2008



Led by our very own, Mrs. Omayya Kuran, the Career Services Center organized a Lecture on Leadership by Mr. Michael Kouly. His message was that the ability of people to survive and grow is the foundation of life and that the 2 golden rules of leadership are trust and competency. He highlighted the difference between leadership and authority.



Dean's Words

If there is one attribute a person would like to be remembered by, "integrity" would top the list. Integrity, honesty, and "sharaf" seem to be out of the ordinary nowadays. This is especially true if we look around us and see how often people try to twist rules around in order to justify their actions, or simply break them.

As students, you must realize to stay away from the temptation of doing things you would not be proud of. As professors, we will take every opportunity to be decent role models and we will uphold honest behavior. You may not get an award for doing the right thing, but you won't have to live with doing the wrong thing. We need to remember that when a person knows the difference between right and wrong, he/she no longer has a choice.

Karim J. Nasr, Ph.D, Dean of FOBM

Data Byte

Total number of students at FOBM=444
at the start of Fall 07-08

Editor's Words

Academic Integrity is about personal character, dignity, honesty, and trust as well as our willingness to demonstrate behavior that remains true to these virtues even in the face of uncertainty, difficulty, or challenge. As students of UOB and of life we continuously face challenges that must be met and overcome with hard work and personal perseverance. Although, at times, cheating, plagiarism, or academic dishonesty in general may seem like the easier path to follow, this path robs us of the opportunity to learn and to grow in the moment. It is in the moments of today that we set the foundation of our tomorrow. As members of the Faculty of Business and Management, it is the right and the responsibility of all of us to build a solid foundation where academic integrity is expected, nourished, and defended.

Charlotte Karam
Lecturer, FOBM

QUOTES

Fine Words! I wonder where you stole them.

Jonathan Swift

The reputation of a thousand years may be determined by the conduct of one hour.

Japanese Proverb

شرف الشعوب علومها و حياتها
أن تصلح الأخلاق و الأعمال
و إذا الشباب رمى الأمور بعزمه
عنت الصعاب و خفت الأثقال.
أحمد محرم

Alumni Corner

Where are they NOW?



Fida Khoury ('06- to the left) is currently working at New TV.

Tamar Narciss ('06) is pursuing her MBA degree at FOBM.

Help us track the rest of your colleagues and friends...
Email us to tell us where they are :)

Greetings from Dubai!!!

I graduated from the University of Balamand in spring 2003 with a BBA (major Tourism and Hotel Management). This degree from such a well established university like Balamand provided a strong back up which supported me from the very beginning. I do believe that the educational program at FOBM is one of the best educational programs in the Middle East.

Habib Akkari
Human Capital Manager, AMSI

To visit us: www.balamand.edu.lb/fobm

PROFIT MANAGEMENT IN THE LEBANESE BANKING INDUSTRY

For the third consecutive year, the University of Balamand was the only Lebanese university to be represented at one of the most prestigious world conferences for accounting and finance, the 30th European Accounting Association Congress (Lisbon, Portugal). Dr. Elie Menassa presented a paper on profit management in the Lebanese banking industry. The article, analysis, and results can be accessed online on:

Http://www.licom.pt/ea2007/papers/EAA2007_0670_final.pdf

A STUDY OF FINANCIAL DEVELOPMENT, FDI AND GROWTH IN THE GCC AREA

In Tulsa, Oklahoma, Dr. Gretta Saab presented a paper entitled "A Study of Financial Development, FDI and Growth." The paper investigated the growth process in the GCC countries. Using regression analysis, the impact of financial development and its components on the rate of growth in the Gulf Cooperation Council countries were explored.

"The Economics and Capital Markets Research Center" (ECMRC) was founded to introduce students to the real world of economics, financial and money markets and to introduce them to how these markets affect each other for developing and developed countries.



More than a "center", a course was introduced to graduate and undergraduate students. If interest rates change in Europe, stock markets decrease in the US, or oil prices increase worldwide; then economic and capital markets will be affected. "Economic Indicators" is a course to teach students what impacts such events will have on the markets and what was behind those events.

Equipped with Bloomberg Terminal©, the ECMRC enables students to monitor the markets second by second and stay updated with the latest figures analyses.

COLLABORATION WITH A GERMAN UNIVERSITY

Dr. Elie Menassa visited FH-Worms University of Applied Sciences in Germany for nine days and taught a course on Strategic Planning for MA students enrolled in International Business Program. Both institutions are currently planning to further this collaboration by investigating opportunities for faculty and student exchange (more to come on this in the near future).

The Business Students Society organized two bake sales this semester... Yummy!!! BSS open Night was phenomenal!!!



DESIGNER Rania Al Najjar

THM Corner

HI, SAHTEIN,
What's New?

Fall



The School of Tourism and Hotel Management (THM) organized its "Start of Fall Lunch" at the THM Restaurant Lab. The invitees (all THM students), the host (Director of the School Dr. El Debs), and Faculty Members (Dr. Sfeir and Mr. Slim) enjoyed a great fine dining lunch exchanging ideas with students. During the lunch:



Cool Ideas
Were Discussed



Hot Issues
Raised



Bright Suggestions
Given



Decisions

See you next issue

Student Corner

"Business communication" students under the supervision of Ms. Vivian Kanj shared presentations about multi cultural aspects of other countries including Spain, Greece, U.A.E. and the whole world.



Thank you

From the Editor, Dr. Charlotte Karam and the designer, Ms. Rania Al Najjar, we thank all contributors to this issue.