

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

Issue # 3, Spring 2006

For Feedback,
Contact us: fobm@balamand.edu.lb

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The CAREER FAIR was held in Zakhem building, on May 22 in the presence of many multinational companies. Business students were very prepared since Ms. Omayya Kuran had a lecture to seniors on CV writing and interviewing skills on May 18.



Dean's Words

Life-Long Learning is a buzz word these days. It is an activity presenting continuous learning as a theme of a person's life. We are often bombarded by tons of information and one must continuously learn to keep up with progress and change. There is so much to enjoy and so little time to enjoy it all. In fact, accreditation agencies look for Life-Long Learning as an attribute of a college graduate. The essence is to make sure students engage in Life-Long Learning and recognize the need for it. To engage in Life-Long Learning is to live it, get immersed in it, and have your life revolve around it. It is fulfilling, rewarding, and exciting. It sure makes life worth living!

Karim J. Nasr, Ph.D, Dean
Faculty of Business and Management

For useful Business Websites:
www.balamand.edu.lb/fobm
the FOBM Net



Editor's Words

As another term draws to an end, educators and students alike breathe in the anticipation of their approaching vacations. While it may certainly be most deserved, a vacation must not signify an interlude of non-learning.

Learning occurs in many settings, not exclusively in a classroom. Life is and must be a process of continuous learning, the university representing but one chapter. We learn from books, from conversations, from experiences and from relationships. What is important is that we learn. And learn we must.

As educators, our mission is to transcend the obvious—a course, a lecture or a project. As educators, our mission is to influence the attitudes of those we teach. As educators, our duty is not simply to provide answers. Our duty is to teach students how to find the answers by teaching them how to learn.

For then, and only then, can we feel secure in our students' abilities to learn from all that life will throw at them.

And only then, can we feel confident of a job well done and perhaps a vacation well deserved.

Dr. Fouad Nasrallah, Editor

Seminars

The Faculty of Business and Management offered many seminars in the Spring term:

- Dec 05 : Pascale Abou Saab (Deloitte and Touch) "Life Challenges and Rewards".
- Jan 06: Camille Haddad (JWT Beirut Managing Director) "Advertising in the new Era".
- May 06: Younan Younan (Fattal), Executive Director "Promotion Sales".



QUOTES

"I have learned silence from the talkative, tolerance from the intolerant, and kindness from the unkind; yet, strange, I am ungrateful to these teachers" **Gibran Khalil Gibran**

"Education is a companion which no future can depress, no crime can destroy, no enemy can alienate it and no nepotism can enslave." **Ropo Oguntimehin**

ليس الجمال بأنواعه تربية
إن الجمال جمال العلم و الأدب

Alumni Corner

"The degree from FOBM at UOB was my passport into the business world and a major step to start a professional career."

Hesham G. Kobrossy
Zamil Steel Buildings Vietnam Co., Ltd
Sales and Marketing

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

Current Research

For the second year in a row, the University of Balamand was the only Lebanese university to be represented at one of the most prestigious conferences for accounting and finance. The 29th European Accounting Association Annual Congress took place in Dublin, Ireland on 22 - 24 March. Dr. Elie Menassa presented a paper on the role of enforcement factors in promoting stable cooperation with accounting rules. Using a scenario-based approach, his study empirically showed that by non-cooperating with accounting rules, some companies can score an advantage over their competitors if their non-compliance went unnoticed, and that this advantage cannot be sustained for a long period of time since the market will eventually observe the non-compliance and reverse the advantage. The findings also suggested that the degree of punishment is a function of the nature and the size of non-compliance with the rules and that market penalties can play a major role in deterring future defections. The paper can be accessed online:

www.eaa2006.com/pdf/EAA2006_0505_paper.pdf

Upcoming Events:

ALL Students are invited to the Graduation to be held in the green field on July 21, 2006

Congratulations Dr. Menassa for the new baby girl

Student Corner

THE BUSINESS STUDENTS SOCIETY ORGANIZED A TRIP TO HABTOOR LAND THAT WAS ATTENDED BY BUSINESS AND OTHER STUDENTS WHO ENJOYED THE DAY WITH WILD GAMES, WATCHING THE LIVE BIRD SHOW AND HAVING LUNCH AT MC DONALD!



Programs Updates

As of October 2005, a new BBA program was introduced. Totalling 93 credits, including 57 credits of core courses and 15 credits of concentration courses, the new program offers five concentration tracks, namely: Accounting & Auditing, Marketing, Management, Finance and Business Economics. Three new courses have been added to the core curriculum: Global Economy, Business Communications and Senior Graduation Project. Likewise, three new courses have been introduced into the B.S. Economics program, including Mathematics for Computation, Mathematics for Applied Science and a Senior Graduation Project.

Mr. Ibrahim Habib

THM Corner

THM students' life extends beyond academic learning, and each year we try to enrich it with Workshops, like the Calbaut Chocolate ; EcoTourism trips to Ehden and Afqa Reserves; participation in the Hospitality Exhibition (HORECA); different Theme Lunches (by our Food Production II Students); this year three were held, African, Hawaiian and Tex Mex.



Last but not least, lectures were held in our Auditorium to broaden students' scope of knowledge to the professional fields, such as Mr. Tamer Massoud, GM of Safir Heliopolitan, Beirut, held a lecture on "What it Takes To Be A Manager", while some of our Graduates participated in a lecture on "The Ups and Downs of Post-Graduation Employment in the Hospitality Industry".



Thank you

Dr. Karim Nasr, Dr. Fouad Nasrallah, Dr. Elie Menassa, Mr Ibrahim Habib, Ms. Diane Yared, Miss Rania Al Najjar, Miss Cerine Dereik, Mr. Ziad Said as well as all the instructors and student who contributed to this issue.

SIBLINE VISIT (AUDITING)

As a component of the Auditing course, and to promote the use of applied projects at FOBM, 14 of the Accounting and Auditing stream students accompanied by Dr. Elie Menassa, visited Sibline SAL on the 22nd of May. Students attended a presentation by Mr. Nicolas Nahas, Chairman and General Manager, about the current situation of the company and its potentials.



They were then divided into four different groups and asked to audit the business processes and internal controls of four different departments at Sibline:



Sales and Collections, Purchasing and Disbursements, Personnel and Payroll, and Inventory and Warehousing. It is expected that students will submit their reports by the end of this semester (Spring 06) and will present their findings later this term in the presence of some invitees from Sibline.

Library Corner

ORGANIZATIONAL LEARNING

From World-Class Theories to Global Best Practices

David R. Schwandt
Michael J. Marquardt

foreword by
Betty S. Beene

This book presents a comprehensive model for organizational learning that incorporate successful thinking with best practices

Check it out at
FOBM Library!

Good Bye & Welcome

Good Luck for Mr. Bechara in his new job and welcome to Miss Rania Al Najjar as our Business Lab Supervisor



DESIGNER Rania Al Najjar