

IN THIS ISSUE

- A Few Words from the Dean
- Message from the Editor
- Reflections on this Past Year
- Student Spotlight
- A Message of Farewell
- THM Internship: An Experience of a Lifetime
- Library Corner
- Undergraduate Business Program Update
- Learning Quotes

Let's Talk Business



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**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.**

A Few Words from the Dean

Welcome to a new brand academic year. Our motto for the year is "working for success". We have lined up for you a number of opportunities to help you succeed: (1) a tutoring service on some key courses, (2) a seminar series to expose you to contemporary and practical issues in the world of business, (3) expanded Library hours to help you seek knowledge outside the boundaries of lectures, and (4) a host of electives feeding newly-developed concentrations.

On behalf of our Faculty, its educators and staff, we wish all those who are celebrating Ramadan a blessed Eid.

Karim J. Nasr, Ph.D.

Dean, Faculty of Business and Management



Message from the Editor

The Faculty of Business and Management continuously strives for the pursue of knowledge. In order to reach this goal, the role of two essential parties is required. Students, on one hand, should take their education seriously and work hard in order to achieve their objectives, while faculty members, on the other hand, should teach with dedication and compassion. As the saying goes, "It takes two to Tango". Hope you have a fruitful semester. Enjoy reading this second issue of the Faculty of Business newsletter, and feel free to submit your comments and suggestions.

Diana Yarid Boueiz



Reflections on this Past Year

This past academic year was a busy year for our Faculty. Members of the Faculty pulled together and pushed in a common direction. We took a closer look at why we are here, who do we serve, and what are the ways to improve quality. Little and major things surfaced and we felt overwhelmed with all that we have to attend to. We had been evaluated by UNDP the year before which resulted in a number of recommendations. Then, we had the programs evaluated by two external reviewers and they too produced a report approving our direction and listing an additional set of recommendations. We have compiled the lists, along with internal ones, and established a five-year plan. This plan has over fifty initiatives with one goal in mind: provide an unrivaled educational experience for our students.

We have succeeded in re-benchmarking our undergraduate curriculum and finding room for much needed courses in Global Economy, Business Communications, Senior Project and for Concentrations. We have also revisited the MBA program and established new admission criteria and an updated curriculum. In the process, we welcomed five new part-time faculty members to our family to support our diversity in course offerings founded on their exceptional level of practical experience. We hope they find ways to transfer this experience to the classroom.

Rest assured we will work harder this year with emphasis on students and faculty recruitment and on internships. It is team-work and ownership that yielded relative success last year. With such momentum and attitude, we will, together, make this year even more productive!



Quote of this Issue

*"The secret of success is the consistency to pursue."
~Harry Banks~*

Student Spotlight

When I first came to Balamand and enrolled as a business student, I had a very negative image in my mind of how terrible my experience will be. At first, I did not want to socialize with anyone, and I formed opinions about my teachers. But as time passed, I became part of this faculty, the Faculty of Business, whether I liked it or not. I began to socialize with my classmates and began to form a liking and appreciation for my teachers.

This is my third year now and I am so excited to leave and start my career life, but I am also dreading it as I am going to miss being part of the Faculty of Business. I am not going to miss the tough times that I had to go through in dealing with some teachers, having a hard course, or studying for exams; but I will miss the cool teachers, the friends I have made over these past three years, and the overall environment.

In conclusion, I would like to show my appreciation to the entire business staff for teaching me and in some way preparing me for my future. I would also like to tell sophomores and juniors to take advantage of the time they have now in college because they are going to miss it.

A Senior Business Student

THM Internship: An Experience of a Lifetime



THM students are required to participate in annual internships. Summer 2005, for instance, witnessed the placement of 40 students for their internships in leading hotels of Lebanon and the region. Below are the quotes expressed by three of these students in their reports depicting their experience:

~ "Finally, I end my report in expressing how much the training was very beneficial to me not to forget a very nice and loaded experience and full with pleasant events and good contact with people. It helped me also in becoming more patient than before, more confident, a better personality and flexible with guests.... All of that led to a positive end when they offered me a job opportunity in the hotel". *Marian Rahhal*

~ "They do their best relying on experience but with a lack in educational matters that would help in upgrading the hotel. I know I did a good job because after I left, my manager asked me if I can come back".

Jad Franjeh

"In addition to being part of such a big organization, I met a lot of people who gave me a new look at the working society and what I should be getting ready for". *Firas Ismail*

Undergraduate Business Program Update

To meet its students' needs and objectives, the Faculty of Business and Management decided to modify its curriculum.

Effective this semester (Fall 2005), business students can plan for a specific area of concentration from the following choices:

- . **Marketing**
- . **Accounting**
- . **Management**
- . **Banking and Finance**
- . **Business Economics**

Students who do not want to have an area of concentration can form an ensemble of courses of interest to them.

The following changes have been made to the curriculum,

- The required number of credits for graduation is now 93
- L1200 (Library Use and Research) is now a required course. It is a one credit course and **free of charge**.

A Message of Farewell

As we all know by now, Dr. Marwan Owaygen is no longer with us. He is currently stationed in Cairo, and is working as Senior Program Officer with the International Development Research Center, Regional Office for the Middle East and North Africa.

Dr. Owaygen came to Balamand in February 2000 as Assistant Professor. He taught Economics and did extensive research on various environmental issues concerning Lebanon and other Middle Eastern countries.

We are going to greatly miss you Marwan. Best of luck and may you fulfill your professional dreams in your new job.

Library Corner

Check it out at the FOBM library!

Leaders: Strategies for Taking Charge, is an illuminating study of



corporate America's most critical issue -Leadership-

The authors reveal the 4 Key principles every manager should know:

- 1- Attention through Vision.
- 2- Meaning through Communication
- 3- Trust through Positioning, and
- 4- The Deployment of the Self.

Learning Quotes

• Begin with the determination to succeed, and the work is half done already.

~J.N. Fadenburg~

• Anyone who wants to be successful in anything will fail at certain points. But it is only a failure if you fail to learn something from it.

~Todd Kays~

• Doing something you feel is significant and doing it with all your heart really is the best way to ensure your success.

~Hank Mckinnell~

• The Greatest limitations in life are the ones we place on ourselves or the ones we allow others to place on us.

~Jean Driscoll~