

# Continuing Education Center (CEC)

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## Background

In line with its mission to serve the region and its commitment to life-long learning, AUB offers a variety of certificate and diploma non-credit programs. The Continuing Education Center (CEC) at the American University of Beirut is a division of the Office of the Vice President for Regional External Programs (REP). CEC promotes AUB's motto "so that they may have life and have it more abundantly" and stands at the heart of AUB's strategic plan in extending the resources of the University into the community by providing high-quality educational opportunities for people of all educational and professional levels. Inter-faculty and multidisciplinary in nature, CEC programs are designed to cater to the personal and professional growth needs of practitioners in a wide variety of areas including business, information technology, education, and languages. Harnessing the expertise of AUB's six faculties, CEC offers non-credit courses and programs that can lead to professional certificates and diplomas.

In addition to courses offered at AUB, CEC also provides tailored in-house workshops to corporate institutions in Lebanon and the region. These customized three to five-day workshops cover the topics identified as critical by the organization's leadership. CEC workshops are based on the twin principles of delivering world-class expertise in a locally relevant context.

## Mission

The mission of the CEC is to meet the lifelong educational and training needs of all learners in the local community and the region. Harnessing AUB resources in various fields of knowledge, CEC offers a variety of standard and customized certificate programs, non-credit courses, and workshops in Lebanon and the region. CEC aims to enhance professional and technical skills while addressing the needs for personal development and cultural enrichment.

# Vision

The CEC aspires to become a center of excellence in providing quality education and training in a variety of fields to a diverse population of learners in Lebanon and the Middle East and North Africa (MENA).

## Programs of Study

CEC offers professional certification in business, information technology, education, and food technology and nutrition. CEC students may also consider enrolling in individual courses to continue their professional development without earning a certificate. These students will be provided with attestations of courses completed.

CEC also offers non-certificate courses in languages, arts, and computer skills and a variety of special courses; and it develops workshops tailored to corporate clients in Lebanon and the region.

## General Criteria for Admission

a) Students applying to one of the certificate or diploma programs should submit a certificate of secondary education. Also, a minimum score of 400 in EEE (TOEFL: CBT 163 or IB 57) is required for admission. Applicants who are graduates of an English speaking university are exempted from the English language test. An applicant might also be required to report for an interview with the program coordinator.

A student with an EEE score of 350-399 (TOEFL : CBT 155 or IB 50) might be allowed to take a maximum of two courses in one of the certificate programs provided that student sits for the EEE/TOEFL at the end of the first and/or second course and meets the minimum requirements. If the student does not meet the minimum required English score for entry into that program by the end of the second course, he/she will be disqualified for the certificate and will not be allowed to register for another course in that certificate. The student will have to take more English courses before being allowed to re-register to complete the courses in that certificate program and become eligible for a certificate upon completion of course requirements.

b) Students applying for enrollment in English language courses are required to sit for a placement test given at CEC to all new applicants before the semester begins.

c) Enrollment in special courses is generally open to all learners from diverse educational backgrounds.

## Graduation Requirements (Certificate and Diploma Programs)

A certificate or a diploma is offered upon the successful completion of all the required courses and attaining a minimum grade of 60/100 in each course, with a cumulative average of 70/100. If the academic requirements change before the student finishes a specified program of study, the student may follow the new requirements upon the approval of the program coordinator.

# Certificate and Diploma Programs

## Human Resource Management Diploma

The Continuing Education Center, in cooperation with the Suliman S. Olayan School of Business (OSB), have launched the Human Resource Management (HRM) Diploma program. The human resources field has increasingly gained attention with corporate management as it continually impacts organizational strategic goals. Ultimately, people are responsible for creating and sharing the knowledge that adds value to their organization's capabilities and are the human resource capital that influences companies' growth and profitability.

This diploma program provides a comprehensive overview of HRM roles and responsibilities in the workplace from a strategic perspective. It is targeted at people working in the human resources field to foster and develop their professional expertise and varied competencies. This diploma program involves an intensive education program using traditional classroom instruction, hands-on case studies, executive presentations, and a practical internship component.

### Diploma Requirements

This program consists of the following eight (8) courses to be completed in four years:

- CHRM 101 Overview of Human Resource Management
- CHRM 201 Workforce Planning and Staffing
- CHRM 202 Total Compensation and Benefits
- CHRM 203 Employee Training and Development
- CHRM 301 Managing Human Behavior in Organizations
- CHRM 302 Managing the Employment Relationship: HRM, Society and the Law
- CHRM 401 Strategic Human Resource Management
- CHRM 402 Advanced Topics in Human Capital Management

## Accounting Studies Certificate

### Objectives

The objective of this program is to provide learning opportunities in selected aspects of accounting with emphasis on modern developments.

### Certificate Requirements

This program consists of four courses to be completed in two years:

- CACT 101 Principles of Accounting I
- CACT 201 Principles of Accounting II
- CACT 301 Cost Accounting and Control
- CACT 302 Auditing

## E-Business Certificate

### Objectives

The objectives of this course are to introduce participants to the role of electronic business (e-business) in modern business practices, to offer coverage of e-business development and the impact of e-business on commercial transactions and management of organizations, and to present participants with a selection of “best practices” in e-business.

### Target Participants

The program is intended for individuals who want to pursue knowledge of e-business from a business management perspective. It is intended for business executives, early and middle level managers, entrepreneurs, practitioners, and financial and customer support managers of small, medium, and large enterprises. Technical background is not necessary as the course is given from a managerial and marketing perspective rather than from a purely information technology perspective.

### Certificate Requirements

The program consists of four courses to be completed in two years:

- CCMS 101 Introduction to Computing, the Internet, and Web Design
- CMKT 201 Electronic Marketing
- CBUS 201 Financial and Regulatory Aspects of E-commerce
- CBUS 302 Managerial Aspects of E-business

## Essentials of Business Certificate

### Objectives

The objective of this program is to provide learning opportunities in selected aspects of business with emphasis on modern developments. Some may consider enrolling in individual courses to continue their professional development and will be given attestations of courses completed.

### Certificate Requirements

The program consists of the following six courses to be completed in three years:

- CACT 101 Principles of Accounting
- CMKT 101 Principles of Marketing
- CECN 101 Introduction to Economics
- CMGT 101 Principles of Management
- CECN 301 Money and Banking
- CFIN 101 Principles of Finance

# Financial Management Certificate

## Objectives

The objective of this program is to introduce participants to the process of financial decision making to serve various business objectives in different settings. The program enables participants to deal with financial decisions facing businesses, household savers and institutional and individual investors. Participants cover the areas of financial management, financial reports, security analysis, and banking activities.

## Target Participants

The program is designed to be accessible to those with no prior knowledge of finance.

However, participants should meet the following profiles:

- Entry-level employees
- Secondary school graduates interested in financial practices

## Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CFIN 201            Business Finance
- CFIN 301            Financial Statements Analysis
- CFIN 302            Investment Analysis
- CFIN 303            Commercial Banking

## Human Resource Management Certificate

### Objectives

The objective of this certificate is to offer instruction on practical, current issues in the human resource field for professional development. Increasingly, companies in Lebanon realize that a motivated, appropriately selected, trained, appraised and compensated workforce is critical to improving company financial performance and success. Human resource professionals facilitate this process through effective management of human resource issues.

### Target Participants

The certificate is targeted at professionals new to the human resource fields, human resource assistants, human resource staff that provide technical and administrative support, and owners/general managers of small/entrepreneurial companies.

### Certificate Requirements

The Human Resource Certificate requires successful completion of four core courses to be completed in two years:

- CHRM 101 Overview of Human Resource Management
- CHRM 201 Workforce Planning and Staffing
- CHRM 202 Total Compensation and Benefits
- CHRM 203 Employee Training and Development

### Requirements for Admission

- Secondary school certificate
- English proficiency
- Minimum 3-4 years relevant experience

## Information Technology Certificate

### Objectives

This certificate is designed for a wide range of prospective participants from various professional tracks and at different decision making levels. It focuses on the increasingly specialized information requirements of the modern organization and the role of the manager as an information nerve center. A variety of computer business applications will be covered.

### Certificate Requirements

The program consists of six courses to be completed in three years:

- CCMS 101 Introduction to Computers
- CCMS 201 Productivity Tools (Microsoft Office Applications)
- CCMS 102 Visual Basic I
- CCMS 202 Internet Technologies
- CCMS 203 Introduction to Information Systems
- CCMS 301 Networking

## Journalism Training

### Objectives

This certificate aims to help journalists upgrade their skills and learn new techniques over an extended period, and to help professional media practitioners advance in their careers. A converged newsroom is meant to be the venue for the training of Arab journalist in print, broadcast and online media. The courses are hands-on application-oriented modules with heavy reliance on case studies. Lab work, exercises and projects will take priority over theoretical pursuits.

### Target Participant:

The certificate courses are aimed at participants ranging from beginners to middle and senior level journalists in their respective hierarchies.

### Certificate Requirements:

The Journalism certificate requires the successful completion of four core courses and one elective in two years.

#### Core courses

- CJRN 101 Media and Society / Laws and Ethics
- CJRN 102 Basic Reporting, Writing and Editing
- CJRN 103 Multi-Media / Online Journalism
- CJRN 104 Broadcast Journalism

#### Elective Courses

- CJRN 105 Investigative Journalism
- CJRN 106 Newsroom Management

## Marketing Management Certificate

### Objectives

The objective of this program is to provide participants with an understanding of the marketing-management process. The basic components of marketing, such as consumer behavior, marketing research, product distribution, promotion, and price planning will be emphasized.

### Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CMKT 101 Principles of Marketing
- CMKT 202 Marketing Research
- CMKT 301 Advertising
- CMKT 302 Sales Management

## Office Management Certificate

### Objectives

The objective of this program is to develop efficient executive secretaries to facilitate the complex and demanding jobs of today's executives.

### Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CBUS 101 Introduction to Business
- CBUS 102 Business English
- CBUS 202 Office Procedures and Routines
- CBUS 203 Office Automation

## Small Business and Entrepreneurship Certificate

### Objectives

The objective of this program is to introduce participants to the process of launching and managing a small business. It includes spotting new opportunities, raising funds and getting started, as well as managing day-to-day operations.

### Certificate Requirements

The program consists of the following four courses to be completed in two years:

- CBUS 206 Opportunity Identification and Analysis
- CBUS 204 Gathering Resources and Launch
- CBUS 205 Management of Family Enterprises
- CBUS 301 Entrepreneurial Decision Making

### Requirements for Admission

- Secondary school certificate
- English proficiency
- Minimum 5 years relevant experience

## Vocational and Technical Education (VTE) Certificate

### Objectives

This program aims to improve VTE in Lebanon by providing educational training to VTE instructors who are not in possession of the LET (Licence d'Enseignement Technique) and who are outside the public sector. This will increase the effectiveness of instruction and also help to raise the image of VTE in Lebanon. The CertVTE is designed mainly for practicing VTE instructors who are engaged in teaching at the Baccalaureate Technique level. It is also of value to teachers of Brevet Pratique classes and would likely be of some benefit to instructors teaching at the Technicien Supérieur level.

## Certificate Requirements

The VTE Certificate is composed of four courses to be completed over two years:

- CVTE 101 Teaching and Learning
- CVTE 201 Sociology and Economics of Education
- CVTE 202 Curriculum and Assessment
- CVTE 301 Practicum: On-the-job involving AUB instructor visits to students' workplace during normal autumn semester time

## Food Technology and Nutrition Certificate

### Objectives

This program is designed to help participants acquire expertise in food quality, safety, and nutrition for healthy living.

### Target Participants

- Entry-level employees
- All those interested in nutrition
- Secondary school graduates

### Certificate Requirements

This certificate requires completion of the following four courses in two years:

- CFTN 101 Nutrition and Health
- CFTN 102 Nutrition in the Life Cycle
- CFTN 201 Food Safety
- CFTN 202 Food Preparation and Preservation

## Certificate and Diploma Programs Course Descriptions

### **CACT 101 Principles of Accounting I**

Principles of recording transactions, the preparation of financial statements, and completion of the accounting cycle.

### **CACT 201 Principles of Accounting II**

Continuation of Accounting I covering depreciation policies and procedures, depletion and amortization, income determination, partnership accounts, corporate capital accounts, dividends and retained earnings.

### **CACT 301 Cost Accounting and Control**

Nature and purpose of cost accounting; basic techniques of process and job costing; accounting of materials, labor and overhead; development and use of cost budgets and standards for planning and evaluation of performance; cost classification in relation to behavior; and cost condition statements as tools for evaluating alternative courses of action.

**CACT 302            Auditing**

Principles and procedures covering the public accountant's responsibilities in examining and reporting on financial statements of business concerns, including professional ethics, legal responsibility scope, and application of audit procedures.

**CBUS 101            Introduction to Business**

The purpose of this course is to provide students with the opportunity to study many dimensions of the business system. Subjects covered include management and organization, human resource management, information for business decision making, financial information, and business and its environment.

**CBUS 102            Business English**

The purpose of this course is to focus on the communication requirements of participants in business situations in order to project a professional image and avoid costly mistakes. Guided activities include problem-solving, information transfer tasks, role playing and transfers to participants' work environments to develop confidence in applying common uses of language structures, business terminology, and expressions.

**CBUS 201            Financial and Regulatory Aspects of E-commerce**

This course focuses on electronic financial transactions and payment networks, security issues in e-commerce, financing an e-commerce project, the legal and regulatory environment of e-commerce, and introduction to e-government

**CBUS 202            Office Procedures and Routines**

The purpose of this course is to present fundamental principles and successful practices for completing office work effectively and efficiently. Subjects covered include techniques for general secretarial duties, such as filing, information processing skills, preparing and publishing reports, handling mail and electronic messages, using effective telecommunication practices, making meeting arrangements, making travel arrangements, keeping company books and records, and maintaining good human relations proper etiquette.

**CBUS 203            Office Automation**

This course is intended to introduce students to computer office automation systems which are designed primarily to improve office productivity and efficiency. It focuses on topics like managing documents, electronic filing systems, electronic mail, maintaining calendars and appointments, and word processing using Microsoft Word (advanced features like manipulating tables, merging documents, using style, outline, footnotes, pictures, etc.) and spreadsheets using Microsoft Excel (advanced features like formulas, functions, charts, page setup, database management, filtering, etc.).

**CBUS 204            Gathering Resources**

Determining physical, financial and human resources for the project as well as identifying and planning the necessary activities for a successful launch.

**CBUS 205            Management of Family Enterprises**

This course aims at introducing participants to the management activities involved in the day-to-day operations of a small business: planning, operations, finance, marketing, human resources, and accounting.

**CBUS 206            Opportunity Identification and Analysis**

This course deals with spotting new opportunities and analyzing them in terms of demand analysis, competition, growth prospects, and profitability.

**CBUS 301 Entrepreneurial Decision Making**

This course integrates the material introduced in the previous courses and applies it to the evaluation and creation of new ventures. The course is about how to create value in firms, not only through new products or services, but also through new technologies, business concepts, transaction mechanisms, and distribution channels.

**CBUS 302 Managerial Aspects of E-business**

This course focuses on B2B and B2C E-business, the impact of E-business on organizations, the impact of E-business on business processes, managing E-commerce projects, and E-Business Best Practices.

**CCMS 101 Introduction to Computing**

The course is intended to give students competency in computer-related knowledge. It allows them to understand the rules and the power of microcomputer and to take advantage of increasingly productive software, hardware, and the connectivity revolutions that are expanding the microcomputer capability. Students will be introduced to the general architecture of PCs and their components, including microprocessors, digital representation of data, data storage devices, and input-output devices. It will also cover the basics of computer software, focusing on a complete hands-on introduction to Microsoft Windows operating system, Microsoft Word, and Excel.

**CCMS 102 Visual Basic I**

This program introduces students to programming in Visual Basic with special emphasis on Object Oriented Programming (OOP), Objects, Properties, Methods, Events, etc. Programming Excel using Visual Basic for application (VBA).

**CCMS 201 Productivity Tools (Microsoft Office Applications)**

This course introduces students to Word, Excel in depth, Microsoft Power Point and the Internet.

**CCMS 202 Internet Technologies**

Students will be introduced to the basics of E-commerce and the technologies of the web (URLs, HTML, HTTP, Applets, etc.). Topics will include client side programming within a web browser like Javascript, and the server side programming like CGI.

**CCMS 203 Introduction to Information Systems**

This course introduces students to Relational Database Management Systems (RDBMS) principles using Microsoft Access and underlining theory for System Analysis Design. It focuses on data storage and data manipulation and retrieval. Students will be able to design structure of tables, create relationships among tables, design forms, design queries to retrieve information satisfying a specific criterion, produce reports, and put it all together to publish on the web.

**CCMS 301 Networking**

This course focuses on telecommunications and networking as used in business environments. It provides a survey of the technologies and applications of telecommunications with emphasis on internets, intranets, and extranets. Topics will include collaboration technology, videoconferencing, multimedia document transfer, collaborative work, and security issues.

**CECN 101 Introduction to Economics**

A survey of economic principles that includes national income accounting and analysis, monetary and fiscal policies, and demand and supply analysis.

**CECN 301 Money and Banking**

This course focuses on management of commercial banks, the structure of commercial banking, management of bank funds and the role of money in the economy.

**CFIN 101 Principles of Finance**

This course is an introduction to the field of financial management, including the institutional framework of finance, the role of finance in the business firm, financial analysis, planning and control, working capital management, cash budgeting, and elements of capital budgeting.

**CFIN 201 Business Finance**

This course is an introduction to major decisions a financial manager has to make, including assessment of the profitability of investment opportunities, short-term and long-term financing alternatives, risk-return tradeoff, and the concept of the goal of wealth maximization. *Prerequisite: Financial Accounting.*

**CFIN 301 Financial Statements Analysis**

Description and interpretation of reported and audited financial statements, limitations of company reports, analysis of financial ratios, examinations of professional practices regarding measurement and disclosure of financial information, and development of skills needed to read, analyze and evaluate financial statements. *Prerequisite: Business Finance.*

**CFIN 302 Investment Analysis**

Description and analysis of the sources of investment information, various investment vehicles, operations of security markets, trading environment, security valuation models, investment objectives, and modern techniques of investing in securities. *Prerequisite: Business Finance.*

**CFIN 303 Commercial Banking**

Introduction to banking regulations, evolution of banking activities, description of banking accounts and lending practices, functions and operations of commercial banks, credit analysis, liquidity management, assets and liability management, profitability and adequacy measures. *Prerequisite: Business Finance.*

**CFTN 101 Nutrition and Health**

Overview of the nutrients in foods and their role in the body, food groups, diet planning principles and guides, diet and health, weight control, nutrition-related diseases, and recommended nutrient intakes.

**CFTN 102 Nutrition in the Life Cycle**

Nutrition during infancy, childhood, adolescence, adulthood and later years, with overview on nutrition and longevity and the aging process.

**CFTN 201 Food Safety**

Safety of our food and the food supply with discussions of the conflicting information in newspapers, books, talks, shows and magazines about food contaminants and food additives.

**CFTN 202 Food Preparation and Preservation**

Essentials of food preparation, hygiene and spoilage and the different methods used for food preservation.

**CHRM 101 Overview of Human Resource Management**

This course introduces the main concepts of managing human resources in organizations, discusses the various roles that HRM departments play and demonstrates how HR policies and practices help support the business strategy. Topics include the strategic role of HRM, job analysis and personnel planning, recruitment and selection, training and development, performance management, compensation and retention as well as the ethical aspect of HRM.

**CHRM 201            Workforce Planning and Staffing**

This course explores how organizations plan for changes in their workforce, create recruitment strategies, and develop selection systems to identify the best talent for their businesses. It encompasses planning for, establishing, and maintaining a quality work force; identifying critical specifications for filling positions; recruiting a pool of talent; developing methods for selecting from the talent pool; and creating desirable person/job and organization fit.

**CHRM 202            Total Compensation and Benefits**

This course conveys applied knowledge about compensation systems for aspiring HR professionals. The course objective is to provide a solid understanding of the art of compensation practice and its role in promoting companies' competitive advantages. It is assumed that students will be best prepared to assume the role of competent compensation strategist if they possess a solid understanding of compensation practices. Thus, we will examine the context of compensation practice, the criteria used to compensate employees, compensation system design issues, employee benefits, and contemporary challenges that compensation professionals will face well into the 21st Century.

**CHRM 203            Employee Training and Development**

Rapid changes in technology and job design, along with the increasing importance of learning- and knowledge-based organizations make training and development an increasingly important topic in human resources development. In this course, the student will learn how to 1) identify training and development needs through needs assessments, 2) analyze jobs and tasks to determine training and development objectives, 3) create appropriate training objectives, 4) design effective training and development programs using different techniques or methods, 5) implement a variety of different training and development activities, and 6) evaluate training and development programs.

**CHRM 301            Managing Human Behavior in Organizations**

This course introduces students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. These include theories relating to individual differences in abilities and attitudes, attribution, motivation, group dynamics, power and politics, leadership, conflict resolution, organizational culture, and organizational structure and design.

**CHRM 302            Managing the Employment Relationship: HRM, Society and the Law**

The purpose of this course is to increase student knowledge of legislation and practices related to employment and labor law in the work environment and to provide an introduction to the basic elements of the relationship between employers and their employees. This course provides an overview of legal issues affecting human resources management. It focuses on the impact of law on individuals in organizations, recognition of legal problems, and the legal impact of human resources decisions. It also integrates employment and labor laws with social and economic forces shaping the current diverse management-labor environment.

**CHRM 401            Strategic Human Resource Management**

This course is intended to expose students to the "big picture" at the intersection of human resource management, business policy, and competitive strategy. It covers both the design and execution of human resource management strategies and is organized around two central themes: (1) How to think systematically and strategically about aspects of managing the organization's human assets, and (2) What really needs to be done to implement these policies and to achieve competitive advantage. In essence, the course objective is to have students develop a broader perspective of business through the development of a strategic HR viewpoint.

**CHRM 402            Advanced Topics in Human Capital Management**

This course is designed to give the student insights into contemporary and future HRM issues. It addresses leading-edge human resource management theories and practices in terms of their ability to have a positive impact on organizational results and encourage desired employee attitudes and behaviors. This course will help the student understand the diverse aspects of HRM, while providing knowledge of the tools and techniques of the modern Human Resource Manager. Main topics cover the importance of managing intangible assets, knowledge management and learning organizations, flexibility, empowerment and ethics.

**CJRN 101            Media & Society / Laws & Ethics**

This course is a critical analysis of the role media play in shaping democracy and the effects of political, economic, cultural and technological factors on media operation. The course includes national and international issues of censorship and government control, media organization and ownership. The law component focuses on national and international legislation affecting media and the ethics track covers key issues and values related to truth telling, sources, conflicts of interest, checkbook journalism, sourcing and plagiarism.

**CJRN 102            Basic Reporting, Writing and Editing**

This course is an introduction to journalism research and writing, covering principles of news gathering, writing and judgment for all media: newspapers, magazines, wire services (news agencies), radio, TV and the internet. Study of news sources, field work/assignments, research and interview techniques and editing. Copy editing would focus on the skills copy editors (or sub-editors) need to handle stories: learn to edit for tightness, accuracy and style, to focus on the story line and as a whole: design and produce pages, including selecting and using pictures, and writing captions, writing headlines, sub-heads, and summaries, with an introduction to elements of desktop publishing .

**CJRN 103            Multi-Media /Online Journalism**

This course focuses on evolution of the Internet as a journalistic medium. Students learn to write for online and multimedia sites, including how to organize links and use databases, how to post stories and update and advance them as developments occur, how to create pages for web sites, upload them to a server and use digital audio, video and photographic equipment. The creation of civic/citizen journalism. An examination of how blogs complement and sometimes replace traditional media .

**CJRN 104            Broadcast Journalism**

This course is an introduction to the techniques of gathering: analyzing and writing news and features for broadcast media. Students learn to use audio and video recorders and editing systems in the production of news stories, how to interview for tape, how to write commentary and to picture, and the elements of on-air performance.

**CJRN 105            Investigative Journalism**

In this course, students learn advanced applications of computer-assisted reporting, the interpretation of surveys and polling statistics, and accessing and analyzing public documents useful to good journalism: court records, pollution and safety studies, child abuse reports and industrial safety figures, corporate records, etc.

**CJRN 106            Newsroom Management**

This course focuses on knowledge and training in different media: writing, editing, design, production and administration. Course stresses organization, concept, audience, budget, printing, advertising, circulation and promotion and handling of newsroom personnel issues.

**CGMT 101 Principles of Management**

This introductory course focuses on the rationale, structure, processes, and functions of the modern corporate entity. It includes the internal dynamics of supervision, functions of management, performance management, and interface with the environment.

**CMKT 101 Principles of Marketing**

This course is an overview of the scope of the marketing function and the environment affecting marketing managers. Topics covered include the marketing environment and planning and developing of the marketing mix.

**CMKT 201 Electronic Marketing**

This course will cover the marketing function in the internet age, the supply chain, e-consumer behavior, customer service, and internet promotion and advertising.

**CMKT 202 Marketing Research**

This course covers the entire research process: problem definition, data collection methods, sample design, collection of data, tabulation and analysis, and presentation of results.

**CMKT 301 Advertising**

This course is an overview of advertising. It covers advertising strategy, objective setting, budgeting, message and media strategy, strategy implementation, and advertising effectiveness.

**CMKT 302 Sales Management**

This course focuses on the activities of first-line field sales managers. It covers sales management functions and strategies, developing the selling function, sales goals and structure, building a sales program, and leading and motivating the sales force.

**CVTE 101 Teaching and Learning**

This course is an introduction to the basic psychology of teaching and learning. Major skills that will be imparted are the writing of lesson plans and the sequencing of lessons within instructional modules.

**CVTE 201 Sociology and Economics of Education**

This course introduces students to the notion of the school as a social institution which reflects and promotes the values of a society and shapes young people for future roles within that society. It then moves on to the portrayal of an educational institution as a producer of human capital.

**CVTE 202 Curriculum and Assessment**

This course involves in-depth studies of Baccalaureate Technique curricula particular to students' specialization, ideally in cooperative learning groups. There is an additional focus on assessment modus operandi with respect to both classroom-based assessment procedures and external assessment regimes. *Prerequisite or Corequisite: Teaching and Learning.*

**CVTE 301 Practicum**

The practicum component of the program will involve on-the-job assessment of students' teaching performance and the submission of a portfolio containing the student's lesson plans and assessment instruments over one whole semester for one particular class. *Prerequisite: Curriculum and Assessment.*

Lesson observation: An AUB instructor will attend at least one whole lesson conducted by the student. This lesson will be evaluated using an observation schedule which the student will be given beforehand. There may be a second observation if the score for the first observation is below 70% or if the student requests a second visit.

Portfolio: The portfolio containing all lesson plans and assessment data for one given BT class over one semester will be submitted at the end of that semester and graded according to a marking schedule which the student will be given beforehand. (By negotiation, this could be a BP or TS class.)

## Non-Certificate Courses

CEC offers non certificate courses in languages, arts, and computer skills. English language courses are offered at all levels of proficiency, as well as specialized courses for members of various professions and students preparing for the TOEFL and SAT. CEC also serves non-native speakers of Arabic by providing classes in Modern Standard Arabic, colloquial Arabic, and Arabic for special purposes. Students may also take classes in a variety of other languages.

### Languages

CENG 100	English Language for Beginners
CENG 101	English Language Level 1
CENG 102	English Language Level 2
CENG 103	English Language Level 3
CENG 104	English Language Level 4
CENG 105	English Language Level 5
CENG 106	English Language Level 6

Duration: 12 weeks–8 hrs/wk

Courses are offered at all levels from beginners to advanced with emphasis on communication competence. Students who complete Level 6 are often able to pass the AUB English Entrance Exam (EEE) or the Test of English as a Foreign Language (TOEFL). Each student's level is determined by a placement test given to all new applicants before the session begins.

#### اللغة الإنكليزية

مدة الدورة: 12 اسبوع. 8 ساعات في الاسبوع. من الاثنين حتى الخميس

المستوى: الأول حتى السادس

السدوم: من العاشرة حتى الثانية عشرة ظهراً أو من الخامسة والنصف حتى السابعة والنصف مساءً

دورة مكثفة في اللغة الإنكليزية تهدف الى تمكين المشتركين فيها من أصول اللغة في القراءة والكتابة والقواعد والمحادثة. وهي تشمل عدة مستويات يوزع الطلاب فيها وفقاً لمدى إلمام كل منهم بها.

تحدد مستويات الطلاب بناءً على نتائجهم في امتحان خاص للتصنيف يُجرى قبل إتمامهم عمليات التسجيل للدورة.

**CENG 201            Conversational English**

Duration: 12 wks–2 hrs/wk

Challenge yourself! Become the English speaker you want to be. Use English to participate in social, academic, and business situations. This course offers you the opportunity to speak in formal and informal situations. Throughout the course, you will participate in discussions, group activities, and simulated role playing. You will also give and evaluate presentations.

Applicants eligible for this course must have a score of 450 on the EEE; otherwise, candidates will sit for a placement test at the CEC.

**CSAT 201            English for SAT**

Duration: 12 wks–5hrs/wk

This course aims to familiarize students with the English component of the Scholastic Aptitude Test (SAT). It helps them practice their English language skills and vocabulary.

**CSAT 202            Math for SAT**

Duration: 12 wks–5hrs/wk

This course aims to familiarize students with the mathematical and reasoning components of the SAT test. It reviews mathematical concepts and helps students practice their basic math and reasoning skills.

**CARB 101            Standard Arabic Beginner****CARB 102            Standard Arabic Intermediate****CARB 103            Standard Arabic Advanced**

Duration: 12 weeks–4 hrs/wk

These courses emphasize the vocabulary and usage of the press and modern literature and enable the student to acquire an elementary knowledge of basic Arabic grammar.

By the end of the semester a student is expected to master basic Arabic syntax and to read simple passages.

**CARB 201            Colloquial Arabic Beginner****CARB 202            Colloquial Arabic Intermediate****CARB 203            Colloquial Arabic Advanced**

Duration: 12 weeks–4 hrs/wk

A unified colloquial Arabic course that can be used in most of the Arab world.

By the end of the semester, the student is expected to engage in simple conversations.

**CITL 101            Italian**

Duration: 12 wks–3 hrs/wk

This course provides the student with a basic knowledge of Italian and foundation for speaking, reading, and writing the language.

**CPTG 101            Brazilian-Portuguese**

Duration: 12 wks–3 hrs/wk

This course provides the student with a basic knowledge and foundation for speaking.

**CFRN 101          French**

Duration: 12 wks–3 hrs/wk

A year course that provides students with the chance to use the language in familiar contexts both orally and in writing. In Level One, the emphasis is on conversations using basic structures. In Level Two, the student will be able to read and write simple texts.

**CSPN 101          Spanish**

Duration: 12 wks–3 hrs/wk

This course is designed to provide the student with a basic knowledge of Spanish, both of its conversational form and of the elementary grammatical structure. By the end of the course, the student will be able to engage in simple conversation, read short articles and write letters and simple compositions.

**CRSB 101          Russian for Beginners**

Duration: 12 wks–3 hrs/wk

This course provides the student with a basic knowledge and vocabulary essentials for travelers, from meeting and greeting people to asking directions and reading signs.

**CRST 102          Russian for Travelers**

Duration: 12 wks–3 hrs/wk

This course provides the student with elementary knowledge of basic Russian grammar and a foundation for language skills, and emphasizes the usage of most helpful speech patterns.

## Special Courses

**CLGH 101          Landscape Gardening for the Home**

Duration 10wks–3hrs/wk

This 10-week course includes: horticulture skills (potting, propagation and transplanting of annuals and perennials) and landscape principles (plant selection and layout in small gardens, balconies and indoors) introduced through lectures, live demonstrations and hands-on application.

**CLAB 101          Legal Aspects of Business**

Duration: 12 wks–3hrs/wk

The objective of this course is to introduce participants to commercial law and to the legal elements that are required for starting and managing a small business or the constitution of different kinds of companies. It includes information on various contracts and day-by-day operations from a legal point of view.

**CFIN 110          Personal Financial Planning**

Duration: 12 wks–3 hrs/wk

This course focuses on topics such as the financial planner's role, cash flow budgeting, consumer credit, debt management, insurance, taxation and financial planning, retirement planning, estate planning and wills, personal bankruptcy and insolvency, and preparation of financial plans.

**CFCH 101            The Franchise Cycle, the Players' Roles, Franchisee, Franchisor**

Duration: 12 wks–3 hrs/wk

Objectives: The objectives of this course are to introduce participants to the role of Franchise in the business sector in the 21<sup>st</sup> century , in particular in the Arab world; to emphasize the importance of the Franchise sector on the growth of any local economy; to offer a comprehensive understanding of the Franchise cycle, its players being the Franchisor and Franchisee, their relationship and obligations; and to present a brief overview of the required Franchise tools for any Franchise to succeed.

The course includes case studies and role playing, which allow participants to experience the role of becoming a Franchisor or a Franchisee, or work for a Franchise network. The student will also participate in senior level franchisor training, discussion and activities. Management background is not necessary. Proficiency in English is required.

**CFCH 102            The Franchisor's Essential Tools-Manuals**

Duration: 12 wks–3 hrs/wk

Objectives: The objectives of this course are to introduce participants to the method by which a company can become a Franchisor; to allow the participant to learn how to write up the Franchisor's Essential Tools including the Manuals (Operations, Training and Product Assembly Manuals); and to offer an in-depth comprehensive understanding of the Franchise cycle and its players.

The course includes a "step by step" methodology which allows the participant to learn how to write up the Franchisor's Essential Tools, based on International Standards including the Manuals (Operations, Training and Product Assembly Manuals) required for any Franchisor to succeed. It also includes discussion and activities. Management background is not necessary. Proficiency in English is required. *Prerequisite: CFCH 101*

**CSST 101            Survival Strategies**

Duration: 12 wks–3hrs/wk

How to survive in the wild, in any climate, on land or at sea? The need for survival training has never been greater in this unstable world. Survival depends upon applying basic principles and adapting them to the circumstances. Kit, Knowledge, and Will to Live constitute the essential pyramid of learning for the survivor.

**CGAP 101            Guitar Appreciation I and II  
and 102**

Duration: 12 wks–3hrs/wk

These two courses help students improve their playing ability, with exposure to different guitar styles. Students will also be introduced to guitar history, development, the anatomical evolution of the instrument and the work of famous guitarists.

## Art Courses

Duration: 12 wks–3 hrs/wk

### **CDRW 101          Life Drawing I**

This course concentrates on “seeing” and rendering with pencil and charcoal. Special emphasis is placed on still life, taken from nature and landscapes.

### **CPHT 101          Basic Photography**

The basic photography course introduces the camera, darkroom, and film. It is designed to familiarize students with image composition, printing, and selection. Throughout the course students are expected to practice shooting photographs and complete darkroom assignments. Periodic critical evaluations are conducted during the class to assist students in the development of their ability to create artistic pictures.

### **CPHT 201          Creative Photography**

Creative photography explores the practice of photography in a logical, sequential fashion, and is divided into major fields. Composition, color and harmony, are treated in a practical manner and are analysed as they occur. This course begins with reportage which the photographer normally has no control over and must deal with as stories evolve; later the course moves toward images that owe more to the photographer’s own skill. The aim is to help the photographer fully understand each field in order to be better able to control the final results of his/her picture.

### **CGRD 101          Introduction to Graphic Design**

This course is for beginners who seek an introduction to graphic design. The course objective is for students to acquire the creative, conceptual, narrative and presentation skills necessary to integrate content with technical skills in the production of effective and evocative design. It emphasizes the principles of visual organization and the elements of graphic design that govern effective design and page layout. Topics include shape, color, and communication; visual hierarchy; word/image relationships and integration; typography; composition. It includes practical exercises in visual perception, visual organization, and visual communication.

### **CWBD 101          Introduction to Web Design**

This course will provide students with technical and artistic information to help them design and create a website. The student is expected to:

- manage a website: understand it, build a site, create a home page, and link web pages;
- format and enhance web pages: add style to them, create lists and tables, and add multimedia images;
- use advanced website techniques: create forms for user comments, create a frame or no frame page, and use shared borders and navigation bars; and
- publish and update a website: test the site, verify and update hyperlinks, publish to a server, and upload web files.

**CART 201 History of Arts**

This course is an introduction to the art of the twentieth century. The focus of this course is the approaches and methodology used in the Dadaist and the Surrealist movements in visual art and literature. The course covers the sources and influences of the major artists. Styles and movements of this period are closely examined. Emphasis is on discussion of pioneering attitudes, theories, and concepts of the art world with topics ranging from a focus on artists and media, art politics, and various thematic concerns. Seminars, workshops and lectures diversify the course.

**CADP 101 Adobe PhotoShop**

This course introduces the student to the many facets of Adobe PhotoShop, one of the best software tools ever designed to create and enhance artistic work, such as drawing, painting and photography.

The course explores Adobe's great capacity for manipulating design, form and color to expand the user's creative power and imagination. The key tools include image editing to mask complex images, painting to achieve greater creative freedom, basic color correction, and selection tools for optimizing and previewing images. Adobe photography includes restoring old or damaged photographs and exporting pages ready for the web; correcting common problems such as red-eye, scratches and fading, as well as professional quality collages, calendars, brochures and other projects. The Adobe PhotoShop course is an opportunity to create, refine and optimize pictures.

**CTHT 201 Practical Theatre and Playwriting**

This course is delivered through studio-based classes that introduce contemporary acting methods and techniques in the form of workshops. Practical technique classes include training to imagine, practical improvisational theatre techniques to enhance creativity, teamwork, discovering your inner voice, physical theatre and movement. Other skills are supported with a number of classes in creative writing with seminars in how to write short plays.

**Contact CEC**

For more information about CEC programs, admission, or registration, please contact:

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