# PHOENICIA UNIVERSITY

Innovation . Inspiration . Integrity

## College of Business

### Suggested MBA Degree Plan

2025 - 2026

www.pu.edu.lb

# Suggested MBA Degree Plan

## Program Description

The MBA program at Phoenicia University requires students to complete a total of 39 credit hours, with a focus on Data Science and Artificial Intelligence integrated throughout the curriculum. The program is designed to be completed over five semesters within a two-year period, including a summer semester. In addition to coursework, must complete a **3-credit research component**, which enables them to apply their acquired knowledge across diverse fields and utilize appropriate research methodologies to address business applications of Data Science and Artificial Intelligence.

Students may fulfill this requirement through one of the following options:

- **Thesis Track** *(available to students with a Business background)*: Complete **BUSS 504 – Research Methods and Big Data (Thesis)** together with **BUSS 505 – Thesis Writing Seminar,** a non-credit co-requisite that supports thesis development and writing.
- **Project Track** *(available to all students)*: Complete **BUSS 503 – Research Methods and Big Data (Project).**

## Course Description

**INFO 501 Business Analytics in Management Information Systems (MIS) – 3 cr.**

This course introduces students to the fundamental tools of business analytics within the context of Management Information Systems (MIS), including inferential analysis, machine learning, data mining, and forecasting techniques. Through experiential learning, simulations, and case studies, students will develop the skills to extract valuable insights from data and make informed business decisions that create value across various functional areas such as operations, marketing, finance, and more. They will gain an understanding of how organizations can effectively deploy data analytics techniques in the presence of numerous alternatives and business constraints.

**MNGT 501 Strategic Management in the Age of Artificial Intelligence – 3 cr.**

This course provides students with a comprehensive understanding of strategic management while paying attention to the relevant implications of Big Data and Artificial Intelligence. Through applied examples, students will learn how to formulate a coherent strategic management process that enables organizations to gain a sustainable competitive advantage in the marketplace. The course explores the integration of Artificial Intelligence technologies and data-driven insights into strategic decision-making processes. Additionally, students will develop the soft skills necessary to effectively implement strategies by gaining buy-in from key stakeholders.

**ACCT 501 Managerial and Financial Accounting – 3 cr.**

The course integrates two major components of accounting: managerial and financial. In this course, students learn how accounting information impacts both internal and external decision making. In managerial accounting, the course stresses the analysis and interpretation of managerial accounting information that is relevant to internal managerial decision-making, including planning and control. In financial accounting, this course cover the analysis and interpretation of financial accounting for external decision-makers, including communicating with investors, creditors, regulators and other key stakeholders.

**MKTG 501 Marketing in the Social Media and Digital Age – 3 cr.**

This course explores marketing as an art and science that is constantly evolving in a rapidly changing and complex digital age and elaborates the high significance of algorithms, big data, and social media in this context. The course introduces the fundamental marketing concepts, tools, and principles needed to understand, navigate and succeed in the new e-commerce landscape, including the leveraging of technology to form meaningful networks and build brand equity.

**FINA 501 Corporate and Entrepreneurial Finance – 3 cr.**

The course addresses the fundamentals of corporate finance, such as capital budgeting, risk return tradeoff, financial leverage, optimal capital structure, and weighted average cost of capital. In addition, special attention is given to the key financial issues facing entrepreneurs, including the financing of new ventures and the valuation of new businesses.

**DSAI 503 Artificial Intelligence and Machine Learning Algorithms – 3 cr.**

The course offers a comprehensive exploration of introduction to Artificial Intelligence and Machine Learning algorithms. Through a practical, hands-on approach, students gain a solid understanding of the methods by implementing various algorithms themselves. They develop the skills to apply Artificial Intelligence and Machine Learning techniques to real-world problems and explore the historical development of the field.

**MNGT 502 Supply Chain Management – 3 cr.**

This course introduces students to the essential foundations of managing operations and supply chains. Concepts and themes like production management, business process, distribution, quality assurance, and the flow of materials, information, finances from one firm to the next in the industry value chain. Students in this course will be exposed to topics in production, logistics, network design, and inventory management and planning. The course also emphasizes the key success factors of supply chain execution, including the judicious use of technology (e.g. RFID), the appropriate design of processes, and the thoughtful establishment of the right organizational culture.

**MNGT 503 Art of Leadership, Power and Negotiation – 2 cr.**

The course provides a comprehensive exploration of leadership and advanced negotiation skills. Students examine the evolutionary aspects of leadership, including trait theory, behavioral theory, situational/contingency theory, and contemporary approaches. They gain insights into the essential traits of successful leaders, such as communication, motivation, conflict resolution, and team building. The course also focuses on equipping students with sophisticated-level negotiation techniques, utilizing role plays, games, and real-life scenarios.

**BUSS 501 Transparency and Compliance Risk for Businesses – 3 cr.**

Through case studies, this course introduces the students to the design and implementation of risk and compliance related business issues, including policies, procedures, documentation, testing, control activities, monitoring, and reporting. Students in this course are introduced to international standards, such as the OECD principles of corporate governance, the Sarbanes-Oxley Act, and the Basel Accords. The course stresses transparency as a means to build trustworthiness, reduce risk, and improve reputation.
**Prerequisite: ACCT 501.**

**ENTP 501 Entrepreneurship, Innovation and Launching a Startup – 3 cr.**

This course fosters an entrepreneurial mindset and an understanding of innovation process. Students learn to identify opportunities, collaborate with stakeholders, and drive innovative initiatives. Practical aspects of launching a startup are covered, including developing comprehensive business plans addressing feasibility, market analysis, strategic positioning, operational planning, marketing campaigns, and financial forecasts.
**Prerequisites: ACCT 501 and FINA 501**

**DSAI 504 Cutting-Edge Explorations in Artificial Intelligence – 3 cr.**

The course explores the latest advancements in Artificial Intelligence. Students gain a practical understanding of Artificial Intelligence technologies and their applications in various business domains. Through case studies and hands-on exercises, students analyze real-world scenarios and develop the skills to leverage Artificial Intelligence for business operations, decision-making, customer experience, and innovation.
**Prerequisite: DSAI 503.**

**FINA 502 Investment Strategies and Valuations – 3 cr.**

This course focuses on the fundamental understanding, analysis and valuation of equity, debt, option future, and other securities. In this course, students are also introduced to the fundamental principles of portfolio analysis and optimum asset allocation.
**Prerequisite: FINA 501.**

**BUSS 502 Ethics and Corporate Social Responsibility: From Foundations to Big Data and Artificial Intelligence – 1 cr.**

This course delves into the fundamental concepts of ethics and corporate social responsibility (CSR) and applies them to a number of circumstances till the context of Artificial Intelligence. Through case studies, role-playing exercises, and experiential learning, students explore the crucial role of ethical values, including honesty, integrity, trust, fairness, and respect, in organizational settings. The course emphasizes the ethical dilemmas that arise when making business decisions and frames business ethics in terms of CSR. By examining the ethical implications of data-dependent business applications and Artificial Intelligence and considering the responsibilities of businesses towards society, students develop the knowledge and skills to navigate the complex landscape.

**BUSS 503 Research Methods and Big Data (Project) – 3 cr.**

This practitioner-oriented capstone enables students to address a real problem using business analytics, artificial intelligence, and data-driven decision-making. Students define the problem, assess relevant data and tools, develop actionable recommendations, and evaluate implementation, ethical, and organizational implications. The course culminates in a professional report and executive presentation aimed at producing measurable practical value. **Prerequisite: DSAI 504.**

**BUSS 504 Research Methods and Big Data (Thesis) – 3 cr.**

This course enables students to develop and defend a thesis under the supervision of an assigned expert while strengthening their skills in critical reading, research, academic writing, and oral presentation. It examines the fundamental principles of research within the context of business applications of Artificial Intelligence and Data Science, guiding students through the formulation of research problems, the development of research questions, and the completion of a focused literature review. Students also learn to select and apply appropriate qualitative, quantitative, or mixed research methodologies to design a rigorous and defensible study. Emphasis is placed on methodological rigor, analytical depth, and the production of a well-structured thesis that meets established standards of scholarship and demonstrates both theoretical significance and practical relevance.

**BUSS 505 Thesis Writing Seminar – 0 cr.**

This non-credit seminar, comprising a total of 45 teaching hours, supports students enrolled in BUSS 504 by providing structured guidance throughout the thesis-writing process. It focuses on strengthening academic writing, argument development, citation practices, and the effective presentation of research findings, while also guiding students in incorporating supervisor feedback. The seminar enables students to transform approved research into a coherent, polished, and defensible thesis that meets established standards of scholarly work. **Co-requisite: BUSS 504.**

| First Year | | | | | |
|---|---|---|---|---|---|
| **Fall 1** | | | **Spring 1** | | |
| **Course Code** | **Title** | **Wt.** | **Course Code** | **Title** | **Wt.** |
| INFO 501 | Business Analytics in Management Information Systems (MIS) | 3 | MKTG 501 | Marketing in the Social Media and Digital Age | 3 |
| MNGT 501 | Strategic Management in the Age of Artificial Intelligence | 3 | FINA 501 | Corporate and Entrepreneurial Finance | 3 |
| ACCT 501 | Managerial and Financial Accounting | 3 | DSAI 503 | Artificial Intelligence and Machine Learning Algorithms | 3 |
| **Total Credits** | | **9** | **Total Credits** | | **9** |

| Summer | | |
|---|---|---|
| **Course Code** | **Title** | **Wt.** |
| MNGT 502 | Supply Chain Management | 3 |
| MNGT 503 | Art of Leadership, Power and Negotiation | 2 |
| **Total Credits** | | **5** |

| Second Year | | | | | |
|---|---|---|---|---|---|
| **Fall 2** | | | **Spring 2** | | |
| **Course Code** | **Title** | **Wt.** | **Course Code** | **Title** | **Wt.** |
| BUSS 501 | Transparency and Compliance Risk for Businesses | 3 | FINA 502 | Investment Strategies and Valuations | 3 |
| ENTP 501 | Entrepreneurship, Innovation and Launching a Startup | 3 | BUSS 502 | Ethics and Corporate Social Responsibility: From Foundations to Big Data and Artificial Intelligence | 1 |
| DSAI 504 | Cutting-Edge Explorations in Artificial Intelligence | 3 | BUSS 504 + BUSS 505 **or** BUSS 503***** | Research Methods and Big Data (Thesis) + Thesis Writing Seminar **or** Research Methods and Big Data (Project) | 3 |
| **Total Credits** | | **9** | **Total Credits** | | **7** |

*****Students holding an undergraduate degree in Business are eligible to complete either the Thesis Track (BUSS 504 and BUSS 505) or the Project Track (BUSS 503). Students who do not hold an undergraduate degree in Business are required to complete Project Track (BUSS 503).

# Thank You