

BUSINESS MATTERS

THE FACULTY OF BUSINESS ADMINISTRATION AND ECONOMICS

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EDITORIAL MESSAGE

A third issue of the “Business Matters” is published aiming to shed light on the academic and para-academic activities of the FBAE.

Our aspiration is to mirror and reflect the vibrant environment at the FBAE and the efforts committed by the Faculty Relations Committee to tie the bonds of the Faculty-Staff-Students-Alumni relationship.

The “Business Matters” is dedicated to keep record of a memorable year full of great achievements, unforgettable events, and delightful souvenirs. We are immensely grateful for the support of the FBAE dean and the Department chairs specifically in the production of this newsletter. We look forward to working with all active contributors hoping to add more chapters to the life of our faculty.

Mrs. Marguerite Eid, Mr. Hrair Hovivian,
Mrs. Nohade Nasrallah & Mr. Omar Sakr
Faculty Relations Committee



VPAA'S NOTE

The Faculty of Business Administration and Economics (FBAE) at Notre Dame University-Louaize (NDU) continues to build on its mission to “offer career-focused business education through quality academic programs and relevant intellectual contributions aimed at developing goal-oriented business leaders.”

In its enduring effort to preserve its standing as preeminent business school, the FBAE continues to engage in a broad spectrum of activities that can be largely classified under two major headings: accreditation and innovative learning.

Following the important milestone achieved in securing Association to Advance Collegiate Schools of Business (AACSB) eligibility for accreditation and putting the process on track, the FBAE, and the Bachelor of Business Administration (BBA) – Accounting program specifically received the Association of Chartered Certified Accountants (ACCA) accreditation. This accreditation is significant given the fact that ACCA is the global professional accounting body, offering the Chartered Certified Accountant qualification, which will serve to distinguish NDU students by providing them with an absolute competitive advantage on both the academic and professional fronts.

The Faculty, through its Graduate Division, became an official Project Management Institute Registered Education Provider (PMI-R.E.P.). The PMI is the leading not-for-profit professional membership association for the project management profession. By making PMI membership accessible to our students, we have not only given them an edge in the job market but also provided them with essential access to valuable knowledge, networks, and resources.

To put things into perspective, accreditation was earned through dedicated effort, quality education,

and the ability to provide students with innovative learning at every turn to ensure they enjoy and benefit from an exceptional educational experience. In short, innovative learning is the leading strategy at the FBAE where students are encouraged to excel and provided with all the support they need to explore new horizons and successfully participate in enriching real-world experiences.

As a case in point, FBAE students left an imprint on many competitions: The Department of Management and Marketing (DMM) students participated and made the University proud by winning the KPMG Lebanon Case Competition titled “Ace the Case.” The Department of Hospitality and Tourism Management (DHTM) students participated in the 25th edition of “HORECA” trade show and were all recognized for their knowledge, talent, and professionalism. Those same students also planned for academic year 2017-18 the hugely successful annual “14th Fundraising Gala Dinner.”

The Faculty also organized and hosted numerous competitions, most notably, the “Virtual Stock Exchange Competition,” which helped students gain practical and curricula-related experience in investment and trade.

True to its mission, NDU makes every effort to ensure that its students are always presented with the best opportunities for growth, which is why the University constantly seeks out the best internship opportunities and establishes solid partnership with its stakeholders. The latest stride in this area was the Memorandum of Understanding (MoU) signed with KPMG Lebanon, thereby, officially concretizing collaborative relationship between the two institutions.

The above is just a tiny glimpse into an aspiring vision to position the FBAE amongst the top business schools in Lebanon and the region, and to provide our students with an exceptional educational experience to ensure they excel in their respective fields upon graduation... we keep our promises, and we constantly strive to work toward more ambitious and nobler goals.

Dr. Elie Badr
Vice President for Academic Affairs





DEAN'S NOTE

I take great pleasure in writing this note summarizing the highlights and major achievements of this academic year 2017-2018. Firstly, I can report to you after the thorough review and planning that result from a comprehensive self-study, that the state of the FBAE is strong and getting stronger.

This year capped off an effort that has been in preparation for a few years, and marked a major milestone on the path to AACSB accreditation: the completion of the Initial Self-Evaluation Report (ISER). This wide-reaching team effort engaged the Faculty in a major endeavor, to assess and map its teaching and research programs, faculty innovation and career development, student learning and campus life, and many other standards of academic quality. As a result, the overall Faculty strategy was updated, with a new set of initiatives that would at once enrich our Faculty's teaching, research and community/service lives, and substantially improve the student learning experience.

Guided by the NDU mission, the Faculty has been incorporating new regional and international strategic thrusts in financial risk management, entrepreneurship, strategic human resource management, technology management, healthcare management and sector-based and international economics, in order to anticipate the educational needs of the future. The development of a strong technology pillar that encompasses strategic information systems and business analytics is a major component of the strategic plan, and a foundation for the coming era of rampant automation, integration, communication, robotics and the advent of artificial intelligence. FBAE will engage and take a leadership role in these areas, through inter-disciplinary programs and synergies developed with other NDU Faculties and strategic partners.

For students looking for an undergraduate education in Business and Economics or professionals seeking the intellectual challenge and rigorous training of a graduate degree in Business, Strategy or Finance, the value of a FBAE business degree is at par with the top 2 Universities in Lebanon. Just a few days ago, FBAE became the first School of Business in Lebanon to be accredited by the Association of Chartered Certified Accountants (ACCA). NDU students are consistently earning top rankings in team competitions and contests in Management, entrepreneurship, finance, tourism and hospitality management. In the KPMG Management Competition, the NDU FBAE Team ranked first in Lebanon, and fourth worldwide in the company of the top 3 winners: Germany, Vietnam and Belgium. Modern project management education plays a critical role in the planning and execution of the many megaprojects to bring Lebanon's economy on a long-term sustainable growth path. To that end, FBAE at Notre-Dame University just became a Registered Education Provider for PMI (Project Management Institute), the worldwide standard bearer in project management.

We have the opportunity to reach new heights and fully engage in the path to excellence, solidifying our status as a premier Lebanese University following the American higher educational system. As we re-assert and expand our commitment to faculty teaching and research excellence, renewal, and prominence, we are confident in announcing that the future of FBAE and NDU is bright, in service to Lebanon and the greater world. Thank you for a successful Academic year 2017-2018.

Dr. Fadi Karaa
**Dean of the Faculty of Business
Administration & Economics**

ALUMNI UPDATES

INTERVIEW WITH ELIE AKOURY



What's your name?

Elie Akoury

Major / When are you graduating?

Bachelor of Hotel Management & Tourism – June 14, 2013

What did you gain from the department and the FBAE?

The Hospitality Management Department through all the courses, activities, and projects made me the strong hotelier that I am today. It gave me all the fundamentals that I need to have as it equipped me academically with all the tools needed to be strong and powerful in the market. The faculty itself made me proud to be an NDU, hospitality, business graduate.

Best course? Why?

A new way of thinking. I see things and analyze them differently. It's not about memorizing. I worked at my in-laws farm. There are many business matters in farming, such as buying, selling, rehabilitation, setting prices, and my business knowledge has helped me a lot in doing that.

Best course? Why?

The title of best lecturer can't be given to just one person. I would like to congratulate whoever chose and hired the teaching personnel of this department (Full timers and part timers). They all complement each other's and they were all there to share with us their precious knowledge and experience

Where do you see yourself in five years from now?

Shortly after graduating from NDU, I started my Master

degree and I was able to stand high among my peers coming from different universities in Lebanon. I am currently preparing to start my PhD as I am currently teaching hospitality management and business courses in 2 universities. Therefore, 5 years from now I will be setting the standards higher in the hospitality field, in the academic field and in the consultancy/ entrepreneurship life.

Advice for current students.

For the hospitality management students, I advise them to believe in themselves and in this sector. Even though Lebanon is struggling currently, but soon and in the very near future, nothing will save the Lebanese Economy better than Tourism. Attend your classes, focus in class, give each course the best of you, aim high and don't accept any result but the top results. Work hard and work smart at the same time. The few hard years that you spend at NDU will be the key of the future person you wish to be. Last but not least, don't wait until you graduate to start working in this field. Work in hospitality (hotel, restaurant, events, airport, etc...) during your academic year for 2 reasons: the first reason is that courses will be easier when you combine academic with application and the second reason is that you will be able to be promoted immediately to a supervisory level or assistant manager once you graduate.

Advice for lecturers?

For my lecturers and friends, I wish you all the best and I pray god to give you all the power to continue doing what you are doing. Please keep the standard high.

Now that you are in the market, what would you recommend for a better department?

It makes us really sad when we face people in our field from different backgrounds occupying managerial positions because our graduates are few or not up to desired standards. Let me point that wherever I go, NDU hospitality graduates are making differences and setting high standards when compared to other graduate from other universities. But this is not enough, we want to keep achieving results, aim to high standards and we want our current students to be able to reach the stars once they enter the real world. Please focus more on crafting students able to think and react smartly and strategically. Give the students all the necessary financial tools. I know students prefer the technical part more than the financial part but as we all know, the financial knowledge is one of the pillars of future successful managers, general managers and regional managers.



INTERVIEW WITH ELIAS AZZI

Elias Azzi is an Assistant Relationship Manager - Middle Market Department at Bank of Beirut. Azzi's main responsibility is to develop and manage a portfolio of clients, prepare credit/financials analysis and credit proposals while ensuring proper service to middle market customers. Azzi graduated in fall 2017 with a bachelor degree in Economics from Notre Dame University and he is going to pursue a Master degree in Big Data Analytics at IE Madrid October intake.

How did NDU help him get to his current position?

NDU is like a small society where I met people from different background, religion and culture, thus it prepared me to respect diversity and to work with integrity within the community. Moreover, it prepared me with the necessary theoretical, analytical and communication skills to enter this competitive job market. Finally, given these reasons and with the help of the alumni association I got my current job.

A piece of advice for current students.

Amid the digital revolution that is altering every human activity we are witnessing a radical change in the way we live, communicate, interact, learn, work and do business. Automation, Big Data, Machine Learning, Artificial Intelligence and the Internet of Things (IoT) will have a significant impact on our everyday life. My advice for students is to acquire valuable skills to keep up with the ever-changing job market; for instance analytical and quantitative skills, leadership skills, critical thinking, entrepreneurship and creativity, etc. It is important also for students to develop a wide range of professional connections and networking and create like a personal brand.



INTERVIEW WITH CHRISTY HADDAD

What's your name?

My name is Christy Haddad. I am a NDU Alumni and a CFA Level II Candidate for June 2018.

Major/When did you graduate?

From civil engineering to architecture to finally settling in Business Administration, I decided to pursue my education in Finance because I wasn't sure that this is what I wanted. I didn't know anything about Management, Accounting, Economics or Finance. I didn't have an orientation session or guidance to help me decide what major I would pursue at university. I was lost, just like a big number of high school graduates nowadays.

What did you gain from FBAE and the department?

One thing that the Faculty of Business helped me with is to expose me to different fields in the business world. I hate routine, I hate repeating the same thing over and over again. FBAE taught me different things at once and how to link them together without focusing on one thing only. I am a person who easily gets bored from one subject and the fact that I was able to understand and relate, for example, marketing and economics (demand and supply, consumers' tastes and savings) or management and finance (Industry analysis, company valuation) helped me gain an insight into the real world and not only in books.

Best course? Why?

Many of my friends who graduated with me knew all about my passion for Finance. I knew I loved numbers, but I also loved cars. I knew I loved mechanical engineering, but I also loved management. However, Finance I was too theoretical. BAF321- Investments and BAF453-Financial Modeling were the best courses I have ever taken because they reflected the real life. I learned how trades are made, how to invest in stocks, how to value a company...It gave me an insight into the real investment world and how to efficiently invest my money. Financial modeling, however, took all the contents of Investments and put them to practice. We got to a deeper level where I had to analyze and value global companies, as well as learn how to build optimal portfolios (which most of us

have (and might not know), with our insurance or retirement pension plans.

Best lecturer? Why?

Nohade Nasrallah. I wouldn't be in the Finance field now in BNP Paribas Headquarters, #1 bank in Europe and #5 worldwide. She is the one that pushed me to work hard towards reaching the CFA designation and she was there for me anytime I needed her, whether it was at 7 a.m. or 7 p.m. She believed in me and she saw great potential in me. I still keep contact with her and she is my source of reference for every job I get.

Where do you see yourself in five years?

No one knows where we are heading. Things are moving at a fast pace. 2 years and a half ago, I was wearing my cap and gown with nowhere to go. I worked in an investment bank in Lebanon, and then moved to Canada to work in Canada's #1 Bank and now in BNP Paribas as an Anti-Money Laundering and Counter Terrorist Financing Analyst in the Compliance Department. Who knows, maybe in 1 year I will be in Wall Street, London or ... back to Lebanon with my CFA designation and still be searching for a job...

Advice for lecturers?

Nothing is more boring than doing by the book. Life is bigger than that. Incorporating some practice into the courses will be more motivating and will induce a higher passing rate because it builds interest for students. When I graduated, I was so glad to be done with reading and passing tests and wanted to discover what the workplace really looked like. I was a stranger, I wasn't prepared, and everything was different. Why do we spend 3-4 years on average studying for something that we won't use at work. I guess preparing students for the workplace (in terms of skills so that they can make useful information out of any data) in class would help a lot and would make it easier and more interactive for lecturers to teach. That would ameliorate the lack of participation in class.

How did NDU help you get your current position?

We know in Lebanon that brands are everything: AUB, LAU, USEK, USJ. The step that NDU has taken to get its accreditation helped the university build some level of credibility on an international scale. Many universities in the world are now knowledgeable of the NDU program. NDU was accredited with Concordia University in Montreal, which helped me get the equivalent of my Bachelor and Minor here without having to take some extra credits due to the difference in programs. I immediately entered the workplace without having to get back into university to compensate for some courses.

A piece of advice for current students

Time flies. I am not going to advise you to study hard. I will not advise you to have fun. Time management is the best skill you can manage to have. Everything will follow. When you master time management, you are able to

do everything in life. You can manage your university life with your social life and your job easily. When you organize your life, you can achieve more than you think without needing overtime. I graduated with a 3.68 GPA, currently studying for the CFA exam, having 1 full-time job, 1 part-time job, 3 basketball practices per week, 2 days for the gym and of course the weekend to party. Nothing is impossible; you just have to manage your time wisely to achieve your goals in the best possible way.

Now that you are in the market, what would you recommend for a better department?

Guide students, provide help for their courses, revision sessions before exams... When we are overwhelmed with many exams at once, sometimes a small recap or revision takes a big load off our shoulders and makes us relaxed. One of the most recurrent reasons for poor performance is stress, stress from not covering all the testable material and stress because half of it looks Chinese to us.



**INTERVIEW
WITH
CHRISTIAN
SABELLA**

Major International Business and Management/ B.A obtained in 2004

What did you gain from FBAE and the Department of Management and Marketing?

What I have gained from the following faculty and department are the key components, to the world of business, of accounting, of marketing and management skills. A lot of the major courses that I took while being at NDU were very helpful for me during my career and are still till this day. It has made the transit from university life to the working life easier.

I am today the CEO of one of the leading insurance brokerage company in Lebanon and a lot of my skills and quick thinking are thanks to the lecturers I had during my university years and the curriculum that was put in place at the time.

I was able to grow with the market and be able to cope with the transitional phases the market place was going

through thanks to the courses that I acquired during my B.A, which were a stepping-stone for me into market.

Best Course? Why?

To be very honest I didn't have any favorite or best course because each course was approaching different perspectives and therefore teaching us different aspects on each subject. Today I realize that all the major courses were as important and that is the main reason I don't have a "best Course" and I do not recall having one during my B.A years.

Best Lecturer? Why?

In full honesty I didn't not have a best lecturer because to be fair they were all as good in their own way and they were being able to introduce their idea and make us understand the course in an easy manner.

Where do you see yourself in five years?

In 5 years I will be where I am today not due to lack of motivation but because I am the CEO of one of the leading insurance brokerage company in Lebanon, and because there is no higher position to obtain, as well it is a family business therefore I intend to keep it alive. What I might add in these 5 years are obtaining bigger clients and therefore expanding our portfolio of clients

Advice for lectures?

Maybe I would advise them to make their courses more interactive may it be for the slides or from the course itself, adding more day to day situations and bringing in more speakers. People learn better when they interact with the subject being studied. So in order for them to grasp better all the information given my advice would be to make it more interactive on a visual and auditory level as well as on an intellectual level.

Now that you are in the market, what would you recommend for a better department?

I would recommend the same as I have in the previous question which is to make all courses more interactive on all cognitive, visual levels and as well to bring in more speakers for them to be able to connect to the market world and therefore stimulating their curiosity in order to gain as much as possible.

STUDENT VOICES

INTERVIEW WITH CHARBEL DAGHFAL, DMM



What's your name?

Charbel Daghfal

Major / When are you graduating?

Major: Business Management

Graduation: Spring 2018

Achievements so far?

- > Part of the team who won KPMG case analysis 2017 in Lebanon
- > Participated in KICC 2018 (KPMG international case competition) that took place in Malaysia, representing Lebanon, and finished amongst the top 5
- > Participated in LAU Case Competition 2018 and won internships at Cisco And Leo Burnett
- > Co-founded Smart Highways Project that focuses on the application of new age technology of solar panels and sustainable planning in renewable energy in rural areas. The project is being studied and awaiting investment in collaboration with the Ministry of Energy and Water and the Ministry of Public Work and Transportation

What did you gain from FBAE?

Going into FBAE, I honestly did not expect to learn as much as I did. I thought it would be simply going into a classroom, pretending to focus in class, memorizing at home, and just passing the course. I couldn't be more wrong.

From tough professors who turned out to be the most supportive mentors to sleepless nights on projects that helped do me extensive practical work; every class taught me something. FBAE forced me into 4 years of studying, teamwork, self-reliance, and most importantly, ethics. It wasn't just about listening to our professors explaining the chapters, but it was witnessing them apply it to their everyday encounters.

I couldn't be more grateful for these 4 tough yet truly beneficial years of my life.

Best course? Why?

Personally, I guess there is no such thing as a "best course" because being at this level, a student needs to collect any type of information from different courses owing to the fact that linking all these 'data' together will help him better understand how real life works. Therefore, the course that was able to merge and combine approximately everything I have learned during my time at university was the E-business (BAD 453) course.

E-business wasn't conducted in a classic manner. It wasn't about theories anymore. Students were given a simulation in which they are responsible of managing every department in a company such as finance, marketing, HR, sales, forecasting, R&D...

Imagine the amount of knowledge needed to be able to conduct such simulation! In addition, students are facing a real case scenario where the success or failure of the company is in their hands. In a way or another, this puts students under pressure because for me this was the real test if whether I was able to grab the needed information from the past 2 years and if I was ready to use them efficiently when I will leave university and face real challenges. This course was the closest test to reality and it can really show if a student is well prepared or not.

Best lecturer? Why?

Give me a fish; I'll eat for a day. Teach me to fish and I will eat for a lifetime.

Rarely can we find teachers that are willing to transfer their know-how to their students. I was lucky enough to be mentored by amazing, down to earth and compassionate teachers throughout my university years. I had the opportunity to learn from their experiences that shaped somehow, my thinking and my perception of life. I cannot neglect that everyone had an impact over my life; but there is always that one person that can influence your thoughts no matter what.

Mr. Salim Karam was one of those people that were able to leave their footprints and shape a student's way of thinking. In his approach, he shows his student where to look but don't tell him/her what to see. His 'old school' way of behaving shows his tough character and his assertiveness. Despite being old school, Mr. Karam is such a motivational speaker, a teacher that sees the potential and capabilities in his students and pushes them forward to accomplish and fulfill their dreams, he has the ability to awaken joy in creative expression and knowledge. The fact that he teaches from his heart through sharing his past experiences and focusing on us learning from them, inspires us to be better persons. I will always remember him saying 'you learn nothing from life if you think you're right all the time. Our generation has done everything to shape this society, now is your time to disrupt and transform'

What I have learned from him is that we are what we repeatedly do. Excellence then is not an act, but a habit. Teachers open the door, but you must enter by yourself.

Where do you see yourself in five years?

4 years ago, I was picturing myself graduating. And here I am few steps away from achieving my dream. I believe that the world is but a canvas to our imagination, what you can imagine in your head, you can hold it in your hand. I have the mental attitude of an entrepreneur; I cannot limit myself to a defined place in the future. When opportunity knocks, it has a sly habit of slipping in by the back door. I would prefer to be prepared whenever an opportunity arises and what keeps me going is that I set goals that are almost out of reach, because if you set a goal that is attainable without much work or thought, you are stuck with something below your true talent and potential.

In 5 years, I see myself achieving my dreams, no matter how long it will take; the end result is worth it.

Advice for lecturers?

Surviving in this competitive era is becoming even harder than before. From what I have experienced is that our lecturers and elders always try to compare how hard it was for them to reach their positions and how easy is it for us to do what they have done before seeing the facilities we are exposed to nowadays.

What I would like to clarify is that globalization is raising the bar in terms of competition. Students are not only competing with their peers in class or society, but at the contrary, they are competing with every single person on planet earth that is pursuing the same major or work path. Getting a diploma isn't something special anymore; it is not a competitive edge any longer. Therefore, teachers should always motivate their students to be more knowledgeable, it is about being more innovative and creative, being adaptable to change and flexible enough because the rate of change will never stop, but it is increasing exponentially.

Lecturers need to tell their students that today's most effective leaders are flexible, adaptable, responsive, resilient and open to change. They recognize that there is nothing inauthentic about modifying and adapting his or her approach as needed to accommodate the needs of each team member or any altered work related or personal situations to succeed ethically in business or life.

What do you recommend for a better department?

The FBAE department is already showing progress and is able to compete not only on a local level but also internationally and I have personally experienced it. We have amazing professors, leaders, chairpersons and students that are showing the true image of this department.

Seeing the need to be innovative and creative in order to succeed in today's life, I assume that being more practical than theoretical in terms of conducting business courses is the way to go in the coming years. 40% of Forbes 500 companies won't be there in the next 5 years. What means, most of the theories we are learning today won't work out later on.

Apart from this, the department is on the right track.

INTERVIEW WITH MARY HEBBO, DE



What's your name?

Mary Hebbo

Major / When are you graduating?

Economics. June 2018.

Achievements so far?

Being accepted to École Polytechnique France.
Dean's Honor List for 6 consecutive semesters.

What did you gain from FBAE?

The FBAE added essential skills that I might use in my future career. In addition to that, my years at NDU made me more confident and sociable and I also got to know amazing professors and colleagues.

Best course? Why?

Intermediate Microeconomics and Econometrics. These two courses enhanced my critical thinking and I applied in them the things I like the most: Economics and Mathematics.

Best lecturer? Why?

Charbel Bassil and Nohade Nasrallah. They are not mere professors that enter a class and give a lecture, but rather they enjoy teaching, are quite knowledgeable and care for each and every student in the class. This allows them to build a professional connection with students that targets and develop the specific skills of every student.

Where do you see yourself in five years?

Working for international companies or pursuing my Ph.D.

Advice for lecturers?

Encourage and believe in your students.

What do you recommend for a better department?

- > Change the way some courses are being taught, in most courses more analysis on present issues must be discussed instead of pure theory.
- > Implement courses in the curriculum other than the 1cr internship, where students apply what they are learning before entering the job market.
- > Increase the number of seminars given.

INTERVIEW WITH JOHN SEBAALI, DAF



What's your name?

My name is John Sebaali

Major/When are you graduating?

BBA in Banking & Finance and Minor in Psychology;
Graduating in Spring 2018

Achievements so far?

Every individual has a distinct perception and interpretation of what is and isn't an achievement. Personally, I have had successes and failures. I have made good decisions and mistakes. My real achievement is persistently and rigorously striving to follow the continuous process of self-improvement and self-fulfillment.

What did you gain from FBAE?

Every moment of my life spent in an academic setting starting from preschool up until today has been truly enlightening and inspiring. I've learned so much about business and finance but this is only a fraction of the whole picture. My experiences with my professors, fellow students, and the entirety of NDU are what helped make me who I am today. I am proud of who I have become.

Best course? Why?

In this entire interview, I am really giving my sincere and frank opinion. Therefore, I mean it when I say I liked every course I took. I'm not saying all courses were "a walk in the park" and that I didn't face any problems. The fact is that these various courses and professors challenged and inspired me to learn, to enhance myself, and to truly understand concepts of all fields and types.

Best lecturer? Why?

I really don't like to distinguish between professors in such a subjective way. I have explicitly and implicitly learned from each and every lecturer. Professors are not simply individuals who teach concepts and theories from books. There is so much more to be learned from them. I have vastly expanded my awareness and perception of the immense array of academic, social, and behavioral characteristics each professor exhibits. Therefore, every lecturer adds something new to my life.

Where do you see yourself in five years?

I do not know where I will be in 5 years. I am open to many possibilities. I am certain there will be many challenges along with accomplishments. I will prepare for both favorable and poor judgments. Whatever the future holds, I hope to have the wisdom, valor, and integrity to endure and thrive.

Advice for lecturers?

The domain of teaching should not be based solely on evaluating the exams of students. Fostering students to develop an active, collaborative, and constructive attitude towards learning is integral to the academic effort.

What do you recommend for a better department?

As a student, I appreciate the opportunity to express my perspective on the academic program of the Finance Department. In my time at NDU, I have witnessed progressive improvement in coordination and collaboration among my professors in delivering academic programs. I genuinely encourage and hope for the continuation of this crucial effort.

**What is your name?**

Adrenna Tacheji

Major / When are you graduating?

Hospitality Management. Graduating spring 2018.

Achievements so far?

One of my big achievements is moving away from my home country 7 years ago because of war to two different countries and adapting their different living systems, proving that anyone can survive with extra effort. Also, maintaining a high GPA of 3.84 throughout my 3 years of education and gaining a 75% scholarship was a grateful achievement. Moreover, working at Horeca 2018 helped me get exposed to the big Exhibitions field, in addition to my internship at Le Vendome Intercontinental hotel and presenting few events in our department.

What did you gain from the FBAE?

I gained a new family before anything else, supporting friends, teachers and officers. Also, the FBAE made me ready for the workplace by supporting me with all the theory and experience needed to be a successful businesswoman. It taught me how to be critical and

challenge myself to be productive and competitive. It also enhanced my planning and communication skills.

Best course? Why?

The most interactive course was TTM 326- Domestic travel and tourism development, where I got to challenge myself, take risk, and explore Lebanon and its hidden breath-taking areas. In addition, this course nurtured my abilities to understand different human values and become more socially responsible.

Best lecturer? Why?

Each lecturer has taught me an unforgettable lesson. However, my favorite instructor is Mr. Ghassan Beyrouthy. Mr. Beyrouthy has taught me several courses where he didn't only deliver the course's material, but he also delivered life and work experience like no other. He treated us like a caring father with equality and tolerance.

I cannot forget Mr. Omar Sakr. Mr. Sakr was the first lecturer who closely interacted with me and made me indirectly feel appreciated and productive through my first years at NDU. He was the first person who motivated me to start working and exploring my field.

I would love to talk about every single instructor in the department, because they all deserve to be respected and appreciated because of their great input to deliver the best of ethics, humanity, professionalism and willingness to help at all times.

Where do you see yourself in five years from now?

I see myself working in a well-known international hotel, possessing a managerial position like a Front office manager or Housekeeping manager.

Advice for lecturers?

Stay the way you are. Stay patient and lovely. You're our home away from home. Make students love our department, motivate them and provide them with real workplace experience in addition to the professional theory being delivered.

Advice for students?

Don't rush into graduating early. Take your time exploring and enjoying your campus life. Take advantage of every single professor's experience. They're there for you to improve your abilities and to understand life better. Love your major in order to succeed. Interact, socialize, and participate in outings, events, seminars, etc. NDU is there to help you become a knowledgeable and productive citizen and competitive in the workplace, so don't waste this opportunity.

What do you recommend for a better department?

I recommend adding more systems, visuals and lab courses to improve the students' technical skills. I also recommend giving more opportunities for students to intern abroad and offering them with more job opportunities or expose them more to job vacancies related to their emphasis.

GET TO KNOW US

INTERVIEW WITH



**Dr.
Elham
Hashem,
DMM**

For how long have you been at NDU?

I have been with Notre Dame University since its inception in 1987; that is, thirty-one years going on to thirty-two.

Where are you from?

I am Australian-Lebanese. I was born in Australia and my hometown is the beautiful village of Tannourine. I am so fortunate to have the best of both worlds. I am very proud to be Lebanese and while people were seeking immigration during the war, my parents decided to bring us back to our roots and we fell in love, despite the circumstances. While living in Australia, we were raised as Lebanese and my two brothers and I are extremely gratified.

Hobbies?

I seek any event or reading material that can inspire me both spiritually and intellectually. I am continuously striving for personal enhancement and development. That being said, I do also enjoy music, dancing, tennis and swimming. In addition, travelling is definitely a priority because it is a school in itself to be exposed to different cultures and the breathtaking wonders of Nature.

Associations?

I am an active member of numerous humanitarian associations for I believe that 'by giving, we receive'. It is absolutely fulfilling for me to be able to lend a helping hand to anyone in need as the Holy Bible teaches us. Moreover, I am a member of the:

- > Lebanese League of Women in Business (LLWB)
- > Human Resource Association in Lebanon (HRAL)
- > Australian Lebanese Chamber of Commerce
- > British Educational Leadership, Management and Administration Society (BELMAS).
- > TMS-Team Management Systems Accreditation, United Kingdom
- > EBW-Emotion and Behavior at Work Accreditation, Association, UK
- > International Association of Universities (IAU)
- > Middle East and North Africa Association for Institutional Research (MENA-AIR)

Academic interest areas

My academic area of interest is Management. I have a Ph.D. in Business Management and a Ph.D. in Educational Leadership, Management, and Administration. Consequently, I concentrate on leadership and decision making, organizational behavior and human resource management and all their facets. I enjoy teaching all pertinent courses but especially those dealing with leadership.

Accomplishments

From 2000 till 2006, I was Director of Admissions and International Recruitment-another satisfying accomplishment that gave me the opportunity to recruit students and present NDU. I established an office system and structure and the first point of action was to create The Association of Directors of Admissions and Orientation in Lebanon. I went on to initiate an international recruitment program that helped to promote the image of NDU abroad. I conducted orientation sessions in schools, attended conferences and workshops, and participated in exhibitions and gave press conferences in countries of the Arab World, America, Australia, Europe and the UK. Moreover, I established rapport with national offices for the recognition of the NDU degree. Among the memberships I initiated are with the National Apostolates of Maronites (NAM) in America and established an Arabic program, the American Association of Collegiate Registrar and Admissions Officers (AACRAO), the College Board in USA, the European Association of International Education (EAIE), and proposed that NDU host the 27th annual ARABACRAO conference in 2005.

Furthermore, I am a published author with Pearson Prentice-Hall. I have contributed chapters in numerous titles but without a doubt, my prize accomplishment is my book entitled 'Organizational Behavior: Arab World Edition'. All this has resulted in an exceptional reputation and expertise in the field I partake in local, regional, and international conferences and accordingly have articles published in refereed journals.

How do you think your students perceive you?

I am not a book worm and I want my students to understand the tribulations ahead of them by comprehending what the real world has to offer and that is why I 'teach by example'. By highlighting my professional journey with its ups and downs, my aim is to stress the options they have in life and hopefully to allow them to make the best choices for their careers. I paint the real picture for them not an idealistic one so their eyes are open to the future. Accordingly, I think my students appreciate what I have to offer them. I am not interested in whether or not they 'like' me; this is not a popularity contest and I want to make sure they acquire the knowledge and skills to be ready and willing to tackle all that life throws in their faces. However, it must be mentioned that I am friendly but I am not their friend; at the end of the day I am their coach and my conscience is at peace.

What's your favorite quote? What characteristic do you most admire in others?

My philosophy in life is the Golden Rule 'Do unto others as you would have them do unto you'. Hence, I admire individuals who also practice this in their lives. The characteristics in others that I have a high regard for are those that I exercise such as respect, self-confidence, integrity, empathy, forgiveness, intelligence, and understanding. I am a 'people's person' and so my communication skills are sharp and I am a good listener.

What would you be doing if you weren't at your current job?

My dream and goal was to become a pharmacist but due to the unfortunate circumstances in Lebanon at the time, I had to divert. It was serendipity that allowed me to discover my true passion-academia. If I had to choose all over again, I would be where I am today. I am completely fulfilled and comfortable with myself. I am thankful that I get to be part of the molding process: shaping human minds. The contact with my students has kept me alive and motivated to continue the learning process along the way. I enjoy the challenges of interacting with the many generations and picking their brains.

Who inspires you?

Foremost, God is my inspiration. Thereafter, my father was and still is my icon, hero and inspiration; may he rest in peace. He taught me to be strong and independent. He encouraged me to continue to pursue my goals in life. Most importantly, he trained me to 'speak my mind' and confront situations and in so doing, I have always been true to myself and others.

How do you recharge?

With all the difficulties and responsibilities of life, we do tend to become disheartened at times. This is only normal. I always pick myself up and carry on; I have no choice. Prayer is my savior! Then comes shopping and travelling. To blow off steam, I spend money. I love visiting new places and exploring them. It is the

excitement that calms me and in particular the ability 'to let my hair down' and just enjoy the moment. This is why I am taking a leave of absence for Fall 2018-2019 to go to Australia. See you Spring 2019 God willing.

Fill in the blank: If you really knew me, you'd know I _____.

You know, I am not one who sings her praises. Results should speak for themselves. I can be someone's protégé or be affiliated with someone but the only ONE I want to be associated with is The Almighty. So, if you really knew me, you would know that I am a God fearing person. God is Great and He works in mysterious ways! I have confidence in myself and my abilities and I will not let empty talk affect me. Victory comes from The Lord and He will give me according to my intentions; I have placed my whole life in His hands.

Funniest thing that happened to you in class.

Over the years, I have encountered endless types of students and have had many surprising and funny incidents in class. First day of classes of semester a few years ago was quite interesting. It was a class of about 25 students and then one person strolls in with a falafel sandwich as long as his arm and he is eating away and sits right in front of me. 'Oh no, it's one of those students', I thought to myself. While everyone was laughing, I calmly looked at him, smiled and said please leave the room and finish eating. He left and then came back in with a can of juice. Smiling, I again addressed him and said, "Why don't you go get us all some sandwiches and drinks, thank you" and I continued class. He got up and left and ten minutes later knocked and asked if he could enter! Students are forever trying to aggravate the teacher; I never let them get the better of me. That's where psychology plays a role!

Thank you for this interesting interview and I wish the Relations Committee continued success and remember 'United we stand; Divided we Fall'.



INTERVIEW WITH



**Mr.
Hrair
Hovivian,
DE**

they feel pity that I do not teach further courses, they can take with me.

What characteristic do you most admire in others?
Frankness.

What would you be doing if you weren't at your current job?

I haven't ever thought of another job.

Who inspires you?
Successful political leaders.

What's your favorite quote?
*You can fool some of the people some of the time,
You can fool some of the people all of the time,
You can fool all of the people some of the time,
But you can't fool all of the people all of the time.*

How do you recharge?
By smoking.

Fill in the blank: If you really knew me, you'd know I ____:

I am the person to reach in case of difficulties you think have no solutions.

Funniest thing that happened to you in class.

Once I entered the class of micro economics, and started lecturing. After 15 minutes a student raised his hand, telling me that this is a class of micro and not macro- economics.

For how long have you been at NDU?

I have been at NDU since its beginning i.e. 1987.

Married? Kids? Where are your kids now? Anyone studied at NDU?

I am married, have two daughters, both graduates of NDU. They are in Lebanon, my second daughter is still studying at NDU for her Masters.

Where are you from?

I am from Beirut.

Hobbies?

Traveling, billiards, backgammon, poker.

Associations?

I am a board of trustees member of the Tekeyan Cultural Association

Academic interest areas

Economics, accounting and finance.

Accomplishments

I am content of the career I have chosen, since I believe I have served the purpose of contributing to humanity.

What do you like/hate the most about your job?

I like most dealing with young generations in educating and guiding them for their future success. There is nothing I hate, if there was, I wouldn't be here.

What's your favorite course to teach?

Macro economics

How do you think your students perceive you?

Throughout years I have recognized that at the start students are afraid of me, I don't know why, but after taking courses with me and getting to know me well,

INTERVIEW WITH



**Mr.
Elie
Maamary,
DHTM**

For how long have you been at NDU?
I started teaching at NDU in 1999

Married? Kids? Where are your kids now? Anyone studied at NDU?

I am married and have One daughter – Mia who's a Pediatric MD working at the Children's hospital in Washington DC, she graduated from the U Penn University and a son – Dimitri who's in his 5th year of medicine studies at AUB.

Where are you from?

I am from Achrafieh

Hobbies?

I adore discovering new wines and new wine regions, skiing and reading specialized wine magazine: Decanter, Wine Spectator, Viti, La Vigne...

Associations?

I am a member of the European Wine Society, and a member of the French Union of Oenologists.

Accomplishments

I have been granted the French Chevalier De l'Ordre Du Mérite Agricole by the minister of Agriculture Hervé Gaymard.

What do you like/hate the most about your job?

What I like in my job is traveling all over the world to discover new markets and new techniques of wine making and marketing. Hate being away from my family for long periods and to a lesser extend having to prepare my luggage and sleeping in different beds ...

What's your favorite course to teach?

My favorite course to teach is the wine and food matching...

How do you think your students perceive you?

My students perceive me at the very beginning as the instructor who will teach them how to get drunk and no studies involved! But that changes quickly afterwards...

What characteristic do you most admire in others?

I admire Honesty, Trust and Humor.

What would you be doing if you weren't at your current job?

I would have been growing medicinal plants and aromatic flowers and distill flower blossoms.

Who inspires you?

The beauty of nature inspires me

What's your favorite quote?

My favorite quote: "Those who stand for nothing fall for anything"

How do you recharge?

I have a nice view of the Jounieh bay and this is how I recharge early every morning

Fill in the blank: If you really knew me, you'd know I_____:

I'd never disappoint you.

INTERVIEW WITH

**Dr.
Viviane
Naimy,
DAF**



For how long have you been at NDU?

I joined NDU in 2002. I spent 16 years in this place where a significant part of me is dwelled all around.

Married? Kids? Where are your kids now? Anyone studied at NDU?

I am married to Nidaa Abou Mrad. We have one daughter, the little Cécile, who is seven years old.

Where are you from?

I am from Baskinta, a beautiful village laying down at the heart of Sannine Mountain.

Hobbies?

Playing piano, walking in the sand, and shopping.

Associations?

I am President of the "Santé, Environnement, Développement, SED" Association, Vice President of the Classical Arabic Music Association. Was member of the AACRAO and the Association for Financial Professionals, and member of the Eastern Finance Association.

Academic interest areas

Spreadsheet Modeling in Finance and Risk Management.

Accomplishments

My best accomplishment in life is my daughter. Being a mother is the utmost blessing that Jesus granted me.

What do you like/hate the most about your job?

It is wonderful to see myself renewing my mind and my soul continuously with this wonderful young generation. Sadly, I cannot please everyone; being a professor and an administrator means taking decisions. Therefore there are always satisfied and unsatisfied people!

What's your favorite course to teach?*Advanced Value Risk Management.***How do you think your students perceive you?***Fair, devoted, and firm.***What characteristic do you most admire in others?***Honesty, intelligence and the humor sense***What would you be doing if you weren't at your current job?***Piano performer, novelist and fashion designer:)***Who inspires you?***My husband and the continuous wonderment of my little Cécile.***What's your favorite quote?***In fact I always repeat three quotes:**"And know that I am with you always; yes, to the end of time" Jesus Christ**"I think 99 times and find nothing. I stop thinking, swim in silence, and the truth comes to me". Albert Einstein**"Our lives begin to end the day we become silent about things that matter". Martin Luther King***How do you recharge?***By spending time with my family, my friends and by playing piano very loudly.***Fill in the blank: If you really knew me, you'd know I _____:***I sincerely care.***Funniest thing that happened to you in class.***During the Derivatives course, I was writing the famous Nobel Prize formula of Black, Scholes & Merton explaining its derivation; out of the sudden, so much I was focusing, I didn't realize that I reached the end of the platform, I continued writing and walking only to find myself falling on the floor numbed with fear and embarrassment especially that I was wearing a dress! I blushed and flushed of such awkwardness!*

FACULTY NEWS

FACULTY RELATIONS COMMITTEE EVENTS

Christmas Dinner



The Faculty Relations Committee (FRC) organized a Christmas Dinner on Friday December 8, 2017 that was held at 8:00 p.m. in The Peninsula, Dbayeh. We were honored by the presence of the VP for Administration Father Samir Ghsoub among us. Small gifts were distributed to faculty members during the dinner in light of the Christmas spirit. Moreover, the names of faculty members who participated in the Secret Santa game were revealed and faculty members exchanged gifts accordingly.

Mrs. Marguerite Eid

2nd Annual End of Year Gathering and Honoring Event



The Faculty Relations Committee (FRC) organized its 2nd Annual End of Year Gathering on Friday April 20, 2018 which was held at 8:00 p.m. in Al Phenic, Ghazir. This second gathering was very special as we honored our dear

assistants who served NDU and FBAE for many years. During the dinner we cut a cake and the Dean Fadi Karaa distributed trophies to Mrs. Dunia Akiki, Mrs. Ghada Cattan, Mrs. Maya Gebran, Mrs. Grace Kanaan, Miss Rita Khalil, and Mrs. Kamale Moubarak.

Mrs. Marguerite Eid

Hiking activity



On Friday May 25, 2018, the Faculty Relations Committee organized a Hiking Activity on the Baskinta Literary Trail. The day began with a tasty traditional breakfast at "Krekor Aroyan's bakery". The hike started at the memorial garden of Mikhail Naimy and ended at Abdallah Ghanem Cultural Center.

Hikers were amazed by the magnificent view of Baskinta, the surrounding mountains, and the pure and virgin nature. An eye-catching view was the fascinating rock formations where a sculpture of the famous Lebanese Thinker Mikhail Naimy (1889-1988) was engraved.

A local guide helped hikers locate the beat routes. Accompanied by their walking sticks, hikers enjoyed the descent and slide down on the pebbly scree. The day ended up at Baskinta guesthouse with a homemade traditional Lebanese food and a warm welcoming.

This Spring Hiking Activity was another enjoyable day full of culture and discovery to boost and recharge the hikers.

Mrs. Nohade Nasrallah

NEWS OF THE DEPARTMENT OF ACCOUNTING AND FINANCE

How financial innovation can boost economy

April 30, 2018



The Department of Accounting and Finance (DAF) in the Faculty of Business Administration and Economics (FBAE) at Notre Dame University-Louaize (NDU) organized on April 19, 2018, a lecture titled, "How Financial Innovation Can Boost Economy," presented by Dr. Riad B. Obegi.

Dr. Obegi presented his innovative banking instrument: the Certificat Hypothécaire Obegi (CHO).

The CHO is the topic of Dr. Obegi's Ph.D. thesis titled, "Risque et Crédit: Le Certificat Hypothécaire, Une Solution pour Les Pays Emergents," which is currently in its second printing.

It is a banking instrument in the form of a real-estate guarantee certificate (CHO), which is deposited into a bank. It works just like depositing cash into a bank account, but instead of receiving interest on cash, a fee is earned on a CHO. This guarantee will be used by the bank to borrow more efficiently through the interbank market while using the CHO as collateral.

An independent agency will conduct the necessary due diligence on the properties, evaluate them, and issue standard values against a fee paid by the depositary banks. The independent agency is a key component for the proper functioning of the mechanism. In addition, it will provide all stakeholders (real-estate owners, state, banks, etc.) valuable information that is presently disseminated.

This banking innovation will allow real-estate owners to increase their income, better manage their real-estate assets, and contribute to the economic growth of



their countries. Dr. Obegi believes that this real estate “bankarization” can play an important role in boosting economic growth and improving the standard of living in emerging countries. He estimates that the total real estate value in developing countries is close to 20X GDP.

This innovation has the potential for all developing countries. Efforts have already been made in the Middle East, Africa, and South America; meetings were conducted with various official authorities, regulators, and international institutions, such as the World Bank, the IFC, and the Central Bank of West African States (BCEAO) to introduce the concept of CHO.

BBA-Accounting, ACCA-Accredited program

April 13, 2018



The Bachelor of Business Administration – Accounting at Notre Dame University-Louaize (NDU) is now ACCA accredited.

ACCA is internationally reputed for its excellence and rigorous qualifications. Employers across the globe aiming to drive their businesses forward seek out ACCA-trained professionals given their much sought-after strategic thinking, technical skills, and professional values. The ACCA works with more than 7,400 approved employers and 80 accountancy partnerships worldwide – and connects with thousands of vacancies through the ACCA Careers Job Board.

Why the ACCA Accreditation?

- > Accreditation by the largest, fastest growing international accounting body provides us with the opportunity to attract more students who wish to pursue a professional accountancy qualification on completion of their academic studies by providing them with an accelerated route to ACCA membership.
- > Accrediting our Accounting program ensures that students registering or willing to register with ACCA will receive a level of exemption, which matches the knowledge and skills gained from their BBA-

Accounting degree.

- > NDU students will benefit from determining which module choices will lead to maximum exemption from ACCA's examinations, and will be assured of receiving the appropriate level of exemption immediately upon registration with ACCA.
- > The Fundamentals level of the ACCA Qualification, plus a research project, has been credit rated at 360 Credit Accumulation Transfer (CAT) points by Oxford Brookes University and is, therefore, deemed to be equivalent to a U.K. honors degree.
- > The examinations at the Professional level of the ACCA Qualification are set to a standard comparable to that required in the final examination of a U.K. master's degree.

This accreditation will distinguish our students and provide them with an absolute competitive advantage on both the professional and the academic fronts.

Virtual Stock exchange competition winners

December 13, 2017



The Department of Accounting and Finance (DAF) at the Faculty of Business Administration and Economics (FBAE), in collaboration with BLOMINVEST Bank, celebrated the awards distribution to the three winners of the Virtual Stock Exchange Competition, which was initiated in October 2017.

The winners were:

- > First Prize: (US\$2,000): Charbel Younan;
- > Runner-up: (US\$1,500): Fadi Chalawit; and
- > Third Prize: (US\$1,000): Razan Zaidan.

For the second consecutive year, Finance students at the FBAE have competed in this wonderful finance competition where they gain practical and curriculum-related experience in investment and trade—an activity that satisfies part of our practicum requirement, aiming at preparing them for a successful professional and academic career.

In the presence of NDU President Fr. Pierre Najem, VP for Administration Fr. Samir Ghsoub, faculty, students, and guests, FBAE Chairperson Dr. Vivane Naimy hosted the participating students on December 11, 2017. She quoted a famous saying, "Often people that settle in life are those that only do what they can with what they have and where they are. Never settle for someone that does not know your worth from the start, or build a life without God in it. Live beyond your small expectations."

Dr. Naimy added, "You are our utmost purpose! We know extremely well how much you are worth to us. We are here to serve you through God and through the Blessed Virgin Mary. Indeed, we live well beyond our expectations, only when it comes to you."

Four selected students, out of 70, who actively participated in the competition, presented their investment output. The selection of the top performers has been based on the strategies followed, the number of trades, the return on investment, and the Sharp ratio.

The role of central banks in countries' economies: the case of Banque du Liban February 16, 2018



The Department of Accounting and Finance (DAF) in the Faculty of Business Administration and Economics (FBAE) at Notre Dame University-Louaize (NDU) organized on February 16, 2018, a lecture titled, "the role of Central Banks in countries' economies: the case of Banque Du Liban," presented by Dr. Raed H. Charafeddine, first Vice-Governor at Banque Du Liban.

The conference stressed on the role of the Banque Du Liban to ensure the basis for comprehensive, sustainable, and independent social development and sustainable economic growth through achieving its conventional objectives of sustaining monetary stability through maintaining the exchange rate level and a high level of foreign reserves that has recorded US \$43.5 billion in October 2017, excluding gold reserves that rank the second on the Arab level and eighteenth globally. BDL has also pursued interest rate stability without

disrupting market mechanisms, hence securing effective sources of financing for private and public sectors and enhancing financial inclusion, which reaches 47% in Lebanon, compared to 18% in the Arab world.

The hard economic conditions have compelled BDL to implement unconventional monetary policies and financial engineering tools. These tools serve to stimulate demand and support the government in creating the necessary conditions for sustainable growth through boosting lending activity and fueling economic growth to revitalize the labor market, thus reinforcing social and environmental security, and promoting human development. These packages, extending from 2013 through 2017 and amounting to an average of US \$1 billion per year, proved to be successful by contributing around 50% to real GDP growth. These include incentives to support housing, education, renewable energy projects, innovative projects, research and development ventures, entrepreneurship, exporting industries, art-production projects, and other productive sectors of the economy.

NEWS OF THE DEPARTMENT OF ECONOMICS

New Lebanese taxes and their economic and financial impact October 30, 2017



The main objectives of this presentation were to highlight the economic and financial impact of the new taxes adopted by the Lebanese government on household's consumption and saving. The speaker discussed their impact on the public budget and how they would affect investment and economic growth. The speaker discussed some other alternatives missed by the Government.

Speaker: Dr. Hassan Hamadi, Associate Professor of Finance at Notre Dame University, Louaize.

Bitcoin: How, Why and Who?

November 29, 2017



This presentation discussed how Bitcoin was created, who created it and for which purpose. The speaker explained how Bitcoin works and the value of its worth. He analyzed the risks of investing in Bitcoin. He also discussed the possibility that one day the monetary system depends on digital currencies.

Speaker: Dr. Seifdean Ammous, Assistant Professor of Economics at the Lebanese American University.

Economic Development through Bureaucratic Corruption: The Lebanese Case

November 14, 2017

The effect of corruption is regime specific and countries sort themselves into different growth-corruption regimes, conditional on the quality of their political institutions. In particular, in countries with good governance, the effect of corruption on growth is negative, while in countries with poor governance, the effect is positive (or less negative). The speaker analyzed the below points in the context of the Lebanese confessional political system

- > The marginal effect of corruption is conditional on the institutional environment. In particular, the marginal effect of corruption on growth is positive in countries with deficient political institutions or policies and negative elsewhere
- > There exists a growth maximizing level of corruption. In particular, at low levels of corruption the beneficial effects of corruption dominate the detrimental effects and vice versa

Speaker: Mr. Arkan El Seblani, Chief Technical Advisor on Anti-Corruption & Integrity in the Arab Countries – United Nations Development Programme (UNDP)

International Anti-Corruption Day

December 2, 2017



The UNDP anti-corruption unit organized, for the second time, on Saturday December 2, 2017 an event to commemorate the International Anti-Corruption Day. This initiative was named **جامعات ضد الفساد**. The event gathered Arab and Lebanese youth along with Lebanese politicians to discuss the causes of corruption, the actual efforts and measures adopted to fight corruption and the role each citizen can play in this regard. Three students from the Department of Economics participated in this event and had the chance to do a 20-minute presentation to express their views about these issues. A group of students from AUB, Antonin University, Lebanese University and Jordanian universities participated in this event.

NEWS OF THE DEPARTMENT OF HOSPITALITY MANAGEMENT

1st DHTM Gala dinner

December 1, 2017

On December 1st, 2017, the department of hospitality and tourism management at Notre Dame University Louaize (NDU) hosted their 1st DHTM Gala dinner, under the auspices of NDU's president Father "Pierre Najem", at NDU's Dome restaurant.

Students were required to carry out a project, which consisted of planning, designing, executing, costing, and serving a fundraising gala dinner; the primary source of funding for this dinner was from corporate sponsors.

This dinner attracted around 350 people, including NDU's administration, faculty, staff, students, parents and friends as well as industry professionals, sponsors and public figures.

The main objective of this event was to collect enough funds that were dedicated to "Bonheur du Ciel" association, a non-profit organization that helps homeless people and accommodates/heals young men

and women who are dependent on drugs. The second objective of this dinner was to reflect the level of proficiency, professionalism, and skills of the students to their guests and invitees.

Each year, the theme and concept of the event is related to a specific country. Last year students collaborated with the Russian Embassy and organized the dinner under the name of "Once upon a Russia", where the concept revolved around the Russian culture and cuisine. This year's dinner theme was "Brazil: Terra de cores, Land of colors". It consisted of a four course set menu and an open bar. The whole concept will revolve around the Brazilian Culture, traditions and Cuisine.

In the spirit of corporate social responsibility (CSR), the students resort to prominent members of their community for support. The success of this dinner depended on corporate sponsorship.

Kal Baraka

BarBeerQ April 30, 2018



"What is better than ending such a busy year with an event full of Barbecue and games?

The students of the department of Hospitality Management organized BarBeerQ that took place on April 30, 2018 at the observatory area with high motivational spirit and commitment. Nothing could beat a barbecue night with friends around a bonfire while enjoying our best childhood games in parallel. It was the first time for NDU to host an alfresco bonfire dinner that led students to put theory into practice and become aware of how essential is team work in order to achieve perfect results.

Every single detail in the event from Food & beverage preparation, costing, service, marketing campaigns to logistics and decoration, were prepared by a combined knowledge of 80 students from five courses. The department of Hospitality Management under the

supervision of its chairperson and its professional instructors made us face the workplace at an early stage through organizing such creative events full of commitment and responsibilities that challenged us and improved our operational skills.

This event prepared us to enter into the workplace as experienced leaders who seek continuous perfection in every single detail. BarBeerQ was a different kind of event which gathered parents, friends and students, which was impressive to happily gather two different age ranges in one event. A delightful buffet and fun games made that night perfect and brought our guests together while enjoying a great taste of food and fun games. It was our pleasure to see our parents and teachers playing together and enjoying Edwin & the Oba band featuring Dia, where they created the needed ambiance.

Events Management was never that fun. We learned how passion could convert any event 365 degrees and how the motivated students' input could shift results up. Personally, this was my favorite event through my three years at NDU, because it was all about the small details, the students' efforts, will, motivation and their enthusiasm which was highly needed to harvest such results. I never regret joining the hospitality department at NDU because every single person in the department has always contributed in helping us to grow and enhance our confidence needed to face real life challenges. In hospitality, passion and commitment are the most essential elements in achieving the desired results. We believed in each others and we worked as a family, and here we go, our continuous success has proved that".

Adrenna Tacheji



Horeca 2018 Competition April 30, 2018



Couldn't be any prouder!

This year, the Hospitality students of NDU raised the bar at the Horeca 2018 Competitions and all the students who participated came back with a medal. Congratulations to our beloved NDU students for winning the below HORECA prizes:

Boeker Lebanese Category First & Only Gold:

- Karl Barakat
- Anthony Abou Jaoude

Lebanese appetizers competition Silver Medal:

- Karl Barakat
- Anthony Abou Jaoude
- Dina Chammas
- Vanessa Tannouri

Junior chef competition Silver Medal:

- Maya Keyrouz
- Lara El Ferekh

Junior chef competition Bronze Medal:

- Maria Njeim
- Nadine Helou
- Maroun Akiki
- Charbel El Helou

Lebanese appetizers competition Silver Medal:

- Karl Barakat
- Anthony Abou Jaoude
- Dina Chammas
- Vanessa Tannouri

Cold sandwich competition Silver Medal:

- Elsy Ghsein
- Yehya Younes Daoud
- Rachelle Zakhia
- Talar Kazezian
- Nour Haddad

Bed making competition 1st & Only Gold Medal:

- Yves Salameh

Bed making competition Silver Medal:

- Pascal Saliby
- Celine Maakaron

We would like to thank Chef Jerome Anfray & Marie lynn Selwan for supporting the student and Mrs. Maria Rehaime for guiding them throughout the competition. But nothing would have happened without our biggest supporters: Our chairperson Mr. George Ghaleb and our favorite and the most wonderful person Dunia Tarraf Akiki.

Congratulation to all the team, we accepted the challenge and we all left winners this year. #TeamNDU

Karl Barakat

Concours des écoles hôtelières 2018, organized by L'académie Libanaise de la Gastronomie



NDU Students Karl Barakat, Danielle Ghazal & Maria Noujeim accepted the challenge and participated in this year's competition and scored impressive results:

2nd Place winner: Karl Barakat - Prize 800\$

3rd Place winner: Danielle Ghazal - Prize 600\$

4th Place winner: Maria Noujeim

Year after year the students are working harder and making impressive improvements and raising the name of NDU higher in the market.

A big thank you for Mr. George Ghaleb & Mr. Dunia Akiki for supporting the student all along this journey and pushing them to become the best in their field.

Karl Barakat

NEWS OF THE DEPARTMENT OF MANAGEMENT & MARKETING

SHE POWERS..."International Women's Day 2018



Notre Dame University- Louaize (NDU) celebrated on March 5, 2018, at its main campus, a daylong International Women's Day conference themed, "She Powers...", held under the patronage and in the presence of Lebanese Minister for Women's Affairs H.E. Jean Oghassabian and Lebanese Minister of State for Administrative Reform H.E. Dr. Inaya Ezzeddine. Also in attendance were Deputy Head of Delegation of the European Union Mission in Lebanon Julia Koch de Biolley; Executive Board Member of the National Commission for Lebanese Women Martine Najem Kteily; President of the Lebanese League for Women in Business Asmahan Zein; invited guests; media representatives; and a number of University faculty, staff, and students.

The conference was organized in the framework of bolstering the University strategy to strengthen the role of women in decision-making and to motivate them to develop their skills. Apart from being firmly committed to empowering women and to fully supporting the UN 17 Sustainable Development Goals (SDG), including SDG#5 and SDG#10, the University is proud to state that 50 percent of its faculty and staff, 66 percent of its chairpersons, and 40 percent of its students are women.

NDU President Fr. Pierre Najem delivered the welcome address, expounding on the University strategy to improve the representation and role of every woman across the three campuses with regard to encouraging gender equality and establishing platforms for the increased participation of women in both the administrative and Faculty decision-making process.

For his part, Oghassabian said, "the various women's forum comprised of a host of influential speakers in science, business, politics, and public service. The "Women in Politics Panel" was presided by Lebanese TV presenter and producer Dalia Dagher, Secretary-General of the Lebanese Forces (LF) Party Dr. Chantal Sarkis, and Deputy General Manager of An-Nahar newspaper Michelle Tueni.

Assistant Professor in the Faculty of Engineering (FE) at NDU Dr. Sophia Ghanimeh moderated the "Women in Science Panel" with the participation of Director of the Parliamentary Capacity Development Portfolio at the Natural Resource Governance Institute (NRGI) in the MENA Laury Haytayan. This panel focused on Arab parliamentarians' legislative and oversight roles in advancing reforms in the Middle East's Oil and Gas sector.

Legal Counsel at NDU Asma el-Khazen represented the University in the "Women in Public Sector Panel" with the participation of Lebanese Armed Forces (LAF) representative General Dr. Rima Abou Hamad, Internal Security Forces (ISF) Captain Sylva Salameh, and Lebanese General Security Captain Rana Asfour.

The final panel emphasized the "Role of Women in Business" with Chairperson of the Department of Management and Marketing at NDU Dr. Jennifer Abou Hamad, Founder and CEO of Ounousa.com Elsa Aoun, and NDU alumna and Boecker International Country Manager in Qatar Carla Ghaleb Tarraf.

Team NDU Wins the KPMG Lebanon Case Competition



The Department of Management and Marketing (DMM) at the Faculty of Business and Administration (FBAE), Notre Dame University-Louaize (NDU), participated from October 9 till October 11, 2017, in Le Gray Hotel, Beirut, in a two-day KPMG-sponsored workshop/competition titled, "Ace the Case," and won the KPMG Lebanon case competition.

This workshop helped the NDU "Aces of Strategy" team (composed of Danielle Abou Fayad, Elie Chahda, Joanne el-Khoury, Fayez Haddadin, and Charbel Daghfal) to develop their analytical, case writing, and presentation skills through a networking session. All contestants from different Lebanese universities got acquainted with each other as well as with the KPMG staff during a cocktail, which included interactive activities. Following a training session, the NDU team introduced the KPMG 7-step process for case analysis and presentation training.

On competition day, the NDU team was placed in an advisory role within an international services firm

interested in helping AMORIM, a fourth-generation family-run business and the world's largest manufacturers of cork-based products, to use data and analytics to improve its strategic development process. More specifically, the team was charged with making recommendations about current and future markets and product offerings through the creation of a strategic plan that emphasized innovation and cost-effectiveness.

To solve the case, students needed to identify opportunities and threats, leading to the identification of the main strategic issues. "We were required to provide solutions in the immediate short-run, the short-run, the medium-run, and the long-run," said the team's spokesperson. "All solutions proposed were backed by both qualitative and quantitative analysis proof to ensure rationality, legal and social validity, and increased profitability and operational efficiency."

The spokesperson added, "One of the solutions was utilizing the concept of green marketing through recycling. We encouraged wine producers to use DDP shipping as a way to convince customers to exchange used corks for wine bottles; hence, lowering production costs (improved profit margin), giving trees more time to re-generate bark, and appearing socially responsible (also fulfilling the need for succession planning since it is a family-run business) ."

NDU's "Aces of Strategy" team traveled to Malaysia in April 2018 to participate in a global competition and experience the opportunity of a lifetime.

The team represented NDU in international competitions and after the competition four students received an internship at KPMG in different countries.

LAU Case Study Competition



The Lebanese American University (LAU) organized a case study competition on Saturday April 21, 2018 and Sunday April 22, 2018. The students Charbel Daghfal (Business Management), Sara Daghfal (Banking & Finance), Caren Mghames (Marketing), and Ghiwa Dagher (Business

Management) participated from NDU.

Forty- two teams participated in the competition where four companies presented their problem/project in a twenty to thirty minutes briefing then every team had three hours to find a proper solution for each case. The companies were Leo Burnett, Cisco, Ernst & Young, and Careem.

Each company chose three to eight finalists to present their solutions and then the top three teams were chosen. The top three teams from each case won internships at the respective companies.

The NDU team was among the top three finalists in the Cisco case and the top five finalists in the Leo Brunett case. NDU students won internships at the respective companies and all team members got a certificate of participation at the end of the competition.

Mrs. Marguerite Eid

Le Mot d'Or 2018



The Agence Universitaire de la Francophonie (AUF) organized a competition for university students and young professionals on March 15, 2018. The main aim of this competition is to promote the use of French in the business field. It is addressed to university students (under 27 years old) and young professionals (under 40 years old). Staff and Students from all majors participated and represented NDU. Victoire Bejjani (Staff-Office of Communication) received the gold medal. Myriam Sakr (HR student) and Hanine Salloum (Banking and Finance Student – Shouf Campus) won the silver medal.

Dr. Jennifer Abou Hamad

Managing a Nonprofit Organization



On Wednesday, February 28, Dr. Caroline Akhras, our BAD 317(A) Associate Professor, invited Mrs. Suha Tutenji who is the Academic Director of the Refugee Education Program of JUSOOR to give a 50 minute presentation in the Department of Management and Marketing, Faculty of Business Administration and Economics, Notre Dame University-Zouk Mosbeh. Mrs. Tutenji is on the leadership Team of JUSOOR, a Michigan nonprofit organization serving the educational needs of displaced people and refugees not only in the Bekaa valley but also in Jordan and other Arab countries. She presented a rich overview of the nonprofit organization supported by power point slide show. Her talk focused on the complexity of managing such an organization that meets the needs of a diversified community. After she recounted the challenges of managing the business, she opened the floor to many questions posed by BAD 317(A) students.

Dr. Caroline Akhras

OPEN SPACE = OPEN STRESS?



The Department of Management and Marketing (DMM) and the Department of Hospitality and Tourism Management (DHTM) in the Faculty of Business

Administration and Economics (FBAE) at Notre Dame University-Louaize (NDU) organized on April 20, 2017, its annual CSR-HR conference titled, "Open Space = Open Stress?"

Attending the conference were: CEO of NS&A Nagi Sfeir, Group Vice-President Operations at Transmed Group Maroun Merhi, CEO of SKYNET Mourad Aoun, Planning and Project Management Advisor at Bank Audi Rami Nassar, in the presence of deans, faculty, staff, and students. DMM Chairperson at NDU Dr. Jennifer Abou Hamad moderated the conference, which aimed to engage students in the fields of Corporate Social Responsibility (CSR) and Human Resources (HR) and DHTM faculty member Omar Sakr was the master of ceremony.

Some may think that an open space workplace symbolizes modernity and transparency at work; however, it could be a perpetual nightmare. Proponents of open space put forward the following advantages: space saving, better communication among employees and teams, better monitoring of company activities, and mutual supervision. On the other hand, opponents of open space put forward the following disadvantages: noisy, lacking in privacy, forcing employees to succumb to nosy colleagues, and negatively affecting productivity.

Dean of FBAE Dr. Fadi Karaa welcomed all the attendees and gave a small overview of the conference.

For his part, Sfeir explained open space architecture, which has evolved dramatically over the decades. The benefits of an architecturally appealing office space to create an overall good vibe far outweigh the initial costs. Employees are spending less and less time at the office, so there is a need to provide them with a place they want to be – a place they enjoy being in. He said, "Open space allows for better communication and for increased performance."

Merhi discussed the reasons behind why companies need an open space work environment. The improved communication that results from a lack of physical barriers enable employees to collaborate freely—bounce ideas off of each other and ask for assistance, as needs arise. The fluid communication enables them to establish relationships with their colleagues and create an atmosphere of greater teamwork, fulfillment, and happiness. From a managing perspective, he said, "Management has to be involved in the main elements of office designs."

Aoun talked about the evolution of SKYNET and its current open space architecture throughout its offices; in addition to the greenery, which gives employees positive vibes and a feeling of joy when they are in the workplace. He said, "Our core mission focuses on care, clarity, legacy, and social accountability."

Finally, Nassar focused on the primary purpose of an office building, which must be designed to facilitate a

workplace and environment that fosters information and knowledge processing activities, such as filing, planning, designing, supervising, analyzing, deciding, and communicating. He added, "Factors influencing office workplace planning and design are functional, technical, and financial factors."

Women's Day



Every year on March 8 since 1975, International Women's Day is celebrated worldwide to mark the achievements of women in different fields around the globe. In the spirit of celebration, the Department of Management and Marketing at the Faculty of Business Administration & Economics celebrated Women's Day on Monday March 5th, 2018.

Faculty members and staff gathered to cut the cake and the chairperson Dr. Jennifer Abou Hamad reminded every woman that she shines every day.

Mrs. Cendrella Mjaes

"YES NDU" - 3rd Edition



The Department of Management and Marketing (DMM) at the Faculty of Business Administration and Economics (FBAE), Notre Dame University-Louaize

(NDU), organized on December 16, 2017, the 3rd annual "Young Entrepreneur Showdown" ("YES-NDU"), which targets grade 10-12 students from different local schools and aims to identify and support the most creative and entrepreneurially-gifted children. YES-NDU is an entrepreneurial event that aims to familiarize young people with the realities of the business world by helping them build their managerial skills, unleash their creativity, and discover new ways to tackle opportunities in small and medium-sized enterprises.

The participating schools were:

- > St. Joseph School (SJS), Kornet Chahwan;
- > Collège des Frères Maristes Champville, Dik el-Mehdi;
- > Antonine International School, Ajaltoun;
- > Armenian Catholic Holy Cross Harboyan High School, Zalka;
- > The EDUATION Schools Network (composed of Beirut Annunciation Orthodox College, École des Trois Docteurs, École Zahrat el-Ihsan, Saint Mary's Orthodox College);
- > College Notre Dame de Louaize, Zouk Mosbeh; and
- > École Val Père Jacques, Bsalm.

Contestants attended a one-day workshop presented by faculty members at NDU who explained the competition requirements as well as the different essential disciplines needed to complete the business plan.

Divided into small teams, the contestants came up with a business idea, developed it, and presented it in front of a jury panel composed of Dr. Jennifer Abou Hamad, Georges Ghaleb, Dr. Souha Abdelnour Fahed, Joyce Menassa, Nohade Nasrallah, and Kamal Zakhour.

Students pitched their idea and the winners were selected based on predetermined criteria, such as feasibility of the project in Lebanon; adaptability to the local market; presentation skills; ethics; etc.

Following deliberations, the jury announced the following winners:

- > First Prize: Antonine International School (AIS) - 100% scholarship for the first semester;
- > Second Prize: College Notre Dame de Louaize (NDL) - 75% scholarship for the first semester; and
- > Third Prize: College Notre Dame de Louaize (NDL) - 50% scholarship for the first semester.

This competition helped students learn and understand real-world business practices, such as leadership development, team building, financial management, communication, and business etiquette.

FBAE Chairperson at NDU Dr. Jennifer Abou Hamad said, "It is good to create awareness to show students that they can use their creativity to help their country develop and the competition serves as a platform to enhance their innovative ability. In summary, the outstanding achievements in innovative awareness, practical ability, and creativity were prodigious."

The Art of Positivity in Consumer Behavior



On Friday March 23, 2018, Dr. Esther Sleilati invited Dr. Jad Saade to her Consumer Behavior (MRK 311) class as a guest speaker.

After 22 years of professional experience, 10 years of teaching experience in universities in Lebanon and abroad, 12 years of professional training and coaching in 15 different countries, Dr. Jad Saade, PhD in Business Management, is the General Manager of Green Developers and the Vice President and cofounder of the NGO Lebanese Developers.

Dr. Jad Saade is a behaviorist, a life coach and an expert in Soft Skills training with international coaching experience in Organizational Behavior, Leadership, Communication and Negotiation Skills. He has been implementing a revolutionary approach in education based on the art of positivity that hinges on a positive perspective in various situations. This type of lecturing based on simulations and a positive outlook. It is thus a continuous training referring to a behavioral approach at the same time. Its main focus is to help the trainees develop positive stances in any circumstance they encounter. He instills those techniques within his various types of lectures and adapts them to the various course materials to be taught.

Dr. Esther Sleilati

NEWS FROM THE NORTH LEBANON CAMPUS

Field trip to INDEVCO headquarters



Dr. Mariam Shebaya planned for her HRM453 students at NDU-NLC a field trip to INDEVCO headquarters (Human Resources & Organization Development Department) and plant tours of Sanita and Masterpak (Zouk Complex) on November 15, 2017.

The objective of the trip was to take the students out of the classroom and give them a glimpse of the real world of organizations (and specifically HR professionals within organizations). While the subject matter is mostly theoretical with examples from real industries and companies, it would be helpful for students to interact with real HR professionals on the field and ask them about the practical application of what they have learnt in class.

INDEVCO's V.P. of HROD Department (Mr. Wissam Moubarak) and Head of Recruitment (Mr. Fadi Younes) gave the students an extremely warm welcome (along with cakes, cookies, and juice. That already put them at ease from the beginning. Mr. Moubarak and Mr. Younes then gave them a presentation introducing them to the company, its divisions, where it is spread, the industries it represents, and a lot more info on their group of companies and products, as well as on their organizational culture, philosophy, and values. They focused on their global expansion and export strategies, mainly information that is relevant to global strategies. They then moved on to a thorough description of their HROD department and its operations, focusing on areas relevant to global HR management. They also shared with them some of the challenges they face at the global HR level, from recruitment to compensation to culture and values, and various other topics. The floor was then opened for questions & answers. Students' questions were very relevant and pertinent, even surprising the speakers at times. They really made a good impression. After that, Dr. Gebran Karnaouni (head of Safety...) gave them a very interesting presentation highlighting the importance of safety in the workplace, outlining their

work towards acquiring the UK Safety accreditation, and leading them through a discussion about safety in the workplace, working towards making factories as close to accident-free as possible. This was important before the plant tour, but also served to raise students' awareness of these very real issues in the workplace.

Students then got a highly interesting tour inside their Sanita factories (they saw the process of hygienic pad production through to packaging, flexible packaging, agricultural products, etc...) and Masterpak (students saw the process of hygienic pad production through to packaging, flexible packaging, agricultural products, labs, etc...). Although one could question the value of a plant tour for HR students, it did serve the purpose of highlighting the fact that HR professionals cannot stay behind their desks and come up with policies, but should be as close to people and be able to see, hear, and feel their working conditions before taking certain actions, a fact that was highlighted in the presentation by Mr. Wissam and Mr. Fadi. During the plant tours they met heads of operations, safety and security managers, and workers on the factory floor. Students even got to see a machine glitch being dealt with on the spot! All that while seeing how tough factory conditions can be with their own eyes (and ears too as the level of noise was overbearing).

Students expressed a lot of appreciation for this opportunity to be exposed to a real organization. They expressed their appreciation of their openness to share their challenges. They loved their philosophy and people approach, as well as their guiding values.

The visit was concluded with a parting gift and their recruitment brochure, as well as encouragement from Mr. Fadi for them to go to the job fair at NDU Main Campus and submit their CVs in case they are interested.

NDU – NLC/Workshop: Stress Management Techniques



The Faculty of Business Administration and Economics (FBAE) at Notre Dame University-Louaize North Lebanon Campus (NDU-NLC), organized on Tuesday, November

21, 2017, a workshop titled, "Stress Management Techniques," presented by Dr. Mariam Shebaya.

Faculty and students attended the workshop, which consisted of some explanation and exploration of how the brain reads, responds to, and handles stressful events and triggers. Afterward, some techniques were discussed and applied, namely:

- > Different breathing and relaxation techniques;
- > Mind tools to overcome stressful thoughts;
- > Exercises to become more focused and mindful; and
- > Daily habits to build in order to gain more distance and respond better to stressful events.

This interactive workshop encouraged participants to commit to trying the techniques at home and when faced with challenges and stressful events.

Dr. Dorine Haddad

NEWS FROM THE SHOUF CAMPUS

The Economic Forum on "The Role of Local Employment in Stimulating the Rural Economy" on Monday, March 19, 2018



The Faculty of Business Administration and Economics (FBAE) at NDU-Shouf Campus organized an economic forum with the presence of two distinguished guest speakers: Former Minister of Economy and Trade Dr. Alain Hakim and the President of the General Confederation of Lebanese Workers Dr. Bechara Asmar, entitled "The Role of Local Employment in stimulating the Rural Economy" on Monday, March 19, 2018. The event was moderated by the Director of the Office of Public Affairs and Protocol at NDU the Journalist Mr. Majed Bou Hadir with the presence of heads of municipalities, bank managers, schools' Principals and a number of university professors, students and staff.

The symposium was initiated by a welcoming speech from the Director of the NDU-Shouf Campus Father Naji Khalil who sincerely welcomed the guest speakers and the attendees. Father Khalil emphasized on the

importance of the tackled topic and the need for greater attention to rural development. He said that “We are not here not to promote modern job opportunities available in the 21st century and return to the tradition ... but we must avoid the negligence of the bounties of the agriculture and handicraft industries, and create a kind of balance between agriculture, industry and trade.” At the end of his speech, Father Khalil encouraged on organizing additional seminars on the development of the rural economy. The Coordinator of the Faculty of Business Administration and Economics at NDU-Shouf Campus, Dr. Talie Kassamany briefly presented the academic programs and activities as well as students’ achievements in the Faculty. He also introduced the guest speakers and their outstanding achievements. In his speech, Dr. Kassamany also stressed on the role that the public and private sectors can play in activating rural employment through supporting small and medium-sized rural enterprises and employing qualified rural young men and women.

After the welcoming words, the journalist Majed Bou Hadir started his introduction with a brief overview of the impact of the Lebanese economic situation on reducing qualified workers on rural areas and hence weakening their economies. In addition, Mr. Bou Hadir introduces the guest speakers by presenting their achievements.

At the beginning of the discussion, the Former Minister Dr. Alain Hakim reviewed the current economic situation in Lebanon by highlighting the shortcomings of the policies adopted by successive governments through focusing on three of them. First, Lebanon has for many years pursued daily monetary policies that provide only temporary and immediate solutions to the chronic problems of its economy. Second, the economy is based on the financial and banking sector, as well as on individual initiatives and private sector remittances, rather than developing the more productive sectors such as agriculture and industry, which can stimulate growth in cities and rural areas and provide economic safety. In this context, Dr. Hakim revealed that there is a decline in foreign direct investment, which recorded 36% in 2016. Third, the absence of economic planning and the lack of clear economic strategies covering all regions.

In addition, Dr. Hakim stressed on the need to place rural development on the socio-economic priorities of the Lebanese government. Any serious efforts for sustainable development necessitate consideration and solutions to the problems of rural areas. He stated number of policies that can be adopted to stimulate the economy in these areas, notably the activation of the role of women in economic activity, the development of infrastructure in these areas, and the support of cooperatives and civil societies in them. He also emphasized on the need to guide students to the university majors demanded by the labor market in different areas.

As for Dr. Bechara Asmar, he started his discussion by reviewing the changes witnessed the general labor union

and the current role it plays at different levels, especially with regard to the remarks on the draft governmental budget and the proposed tax exemptions. Dr Asmar also criticized the policies of importing solutions from abroad instead of benefiting from the qualifications of internal economists. He stressed on the need to strengthen the districts and governorates through the establishment of branches of the official departments and the Central Bank to facilitate the work in them. Dr. Asmar also emphasized on the importance of the development of transportation plans linking the rural areas to the capital, and the adoption of the decentralization model of factories and vital facilities, as well as the support of small and medium enterprises in the countryside, to achieve balanced growth among all regions and relieve the pressure on the capital. He pointed out some problems that drain the Lebanese economy and burden the citizen: spread of corruption and bribery, tax evasion, decline of the middle class in Lebanon, and poor distribution of wealth which is limited to 0.3% of the Lebanese citizens.

Responding to a question from Mr. Majid Bou Hadir on the possibility of strengthening the current pillars of the economy (financial sector, individual initiatives, remittances), the Former Minister Dr. Alain Hakim said that the best approach to strengthening the economy is through supporting the productive sectors and adopting fair tax policies that will stimulate these sectors.

At the end of the event, Father Naji Khalil expressed his gratitude to the guest speakers and the attendees for accepting the invitation and visiting the Shouf Campus. Father Khalil, the Dean of the FBAE Professor Fadi Karaa and Dr. Kassamany handed over the shields to Dr. Hakim, Dr. Bechara and Mr. Bou Hadir as a symbol of appreciation and gratefulness, in addition to honoring each of the outstanding students in the Faculty of Business Administration and Economics Hiba Al Ashkar and Razan Zaidan, who have won two awards through academic competitions among top universities in Lebanon.

“Driving Ethics”



The Faculty of Business Administration and Economics at the Shouf Campus invited the YASA Team on May 18, 2017 to deliver a presentation on Driving Ethics. The Team was composed of two distinguished guest speakers: Dr. Ziad Akel and ME Lahoud Lahoud.

Dr. Akel held a briefing about the impact of implementing road safety rules and regulations, as well as emphasizing the importance of the use of seatbelts, the dangers of speeding, and the fatal results of driving under the influence of alcohol or drugs. ME Lahoud emphasized the impact of road safety by providing the attendees with statistics about the new addiction to mobile phones. He explained how seriously implementing road rules decreased the number of deaths due to car accidents from 2014 to 2017 by 25 percent.

All the attendees were active participants, raising their inquiries with the team members in a highly interactive atmosphere. The team members thanked the University for hosting them. As a token of gratitude for such an informative and interesting seminar, NDU-SC awarded each member of YASA Team an Appreciation Certificate from the Shouf Campus Administration.

Seminar on "Emotional Intelligence in Practice"



The Faculty of Business Administration and Economics at NDU- Shouf Campus organized a seminar on emotional intelligence entitled "Emotional Intelligence in Practice" on Friday October 27, 2017. Guest speaker, Dr. Chady Rahme an Assistant Professor in the Faculty of Humanities at NDU-Main Campus and certified personal trainer, presented an interactive and valuable one hour session on this topic.

Dr. Rahme started his session with simple emotional exercises. He stressed on the importance of naming our feelings to acknowledge them because every emotional situation has a function. It is important to work on a balance between reasoning and emotions. Dr. Rahme shed the light on how to notice, understand and manage emotions. His presentation focused also on four clusters of emotional intelligence: self-awareness, self-management, social awareness and social skills. He provided the attendees with crucial tips for developing self-awareness and improving self-management as well as social awareness. Dr. Rahme ended his session with an interesting video about emotional intelligence.

Faculty and staff members as well as students from various faculties attended the seminar and provided a positive feedback of the event. All the attendees were attracted by his presentation through a highly interactive atmosphere. At the end of the presentation, Dr. Rahme expressed his gratitude for being always invited to and warmly welcomed at NDU-SC. As a token of appreciation his interesting seminar, the Director of NDU-SC Father Naji Khalil awarded Dr. Chady Rahme a Certificate of Appreciation.

Seminar on "Entrepreneurship & Innovation: Think out Loud!"



The Faculty of Business Administration and Economics at NDU-Shouf Campus, organized a seminar on Entrepreneurship and Innovation entitled "Entrepreneurship & Innovation: Think out Loud!" on Thursday November 9, 2017. The guest speaker was Mr. Shadi Banna, Founder and CEO at Potential.com, who delivered an interactive session.

With his valuable experience, Mr. Shadi narrated his entrepreneurial journey by shedding the light on the challenges facing an entrepreneur. He went on to start his formal presentation by introducing the concept of innovation and its crucial impact on entrepreneurship. He discussed the difficulties along the path of turning an innovation into a successful venture and enterprise. Identifying the need or the problem is a crucial step in the innovation journey. Mr. Shadi stressed the importance of properly relying on online resources to identify and execute innovative ideas very well. He also emphasized the importance of perseverance in securing a success. Finally, he enriched the attendees' knowledge with a range of useful tips of how to start a business and be innovative.

Students and faculty members from various faculties attended the seminar and enjoyed his stimulating presentation. At the end of the presentation, Mr. Banna expressed his gratitude and appreciation for being invited to NDU-SC. He was kind enough to offer the students

free online bundle of courses related to their area of specialization. As a token of appreciation for such an interesting seminar, NDU-SC awarded Mr. Shadi Banna an Appreciation Certificate from the Shouf Campus Administration.

Workshop on “Lead Yourself”

The Faculty of Business Administration and Economics at NDU- Shouf Campus organized a workshop on Leadership entitled “Lead Yourself” on Thursday April 19, 2018. The guest speaker was Mr. Michael Kouly who is a World Bank fellow, senior international executive, journalist, author and a scholar at several universities such as Harvard and Princeton universities. He was a three time CEO with 30 years of international corporate experience from working with top organizations such as Reuters and Orbit in more than 20 countries. His writings of hundreds of articles were translated to several languages and published in major newspapers in the world. Through his interactive and valuable Three-hour session, Mr. Kouly engraved the memory of the audience with unforgettable information about Leadership skills.

Mr. Kouly started his session by identifying the core elements of leadership that constitute of mobilizing, loving , holding responsibility, taking action, making use of opportunities, tolerating, dealing with uncertainty, and sacrificing. Leadership is also about helping people in finding their potential and strength, and teaching the techniques of how, where, and when to mobilize them. From humane side of leadership, Mr. Kouly believes that leadership is also about engraving smiles on people’s faces and in their hearts and souls as well. A leader should always make sure of the happiness and satisfaction of others and oneself. Leadership is a managing process of how to turn a person from a seed to an enormous tree, full of life, intelligence and strength. The Leader should be brave enough to act upon his/her spirits and morals regardless of the obstacles and should be spiritual enough to be able to sacrifice throughout the journey of leadership. According to the ‘Kouly Model’, there are 5 key elements to achieve the ultimate purpose and extreme leadership:

1. Know yourself
2. Know others and understand them
3. Understand systems and strategies
4. Know authority and understand it
5. Acquire leadership skills

In his workshop, Mr. Kouly also distinguishes between managers and leaders. First of all, leaders have visions by inspiring, motivating, and helping others, while managers set goals to reach and achieve them which are often measured by profit and/or productivity, Despite the fact that managers avoid change, leaders adapt, love, and work for change. Managers learn from each other’s, while leaders learn from their own visions and opinions. Leaders try to grow on their own by targeting long-term plans, while managers rely on existing skills and think of fulfilling short-term purposes. Leaders build relationships

through motivating, teaching, and coaching others on how to think, speak, and act, while managers give orders through developed systems.

Faculty and staff members as well as students from various faculties attended the workshop and provided a positive feedback of the event. All the attendees were attracted by his distinctive and unforgettable presentation through a highly interactive atmosphere. At the end of the presentation, Mr. Kouly expressed his gratitude for being invited to and warmly welcomed at NDU-SC.

YES NDU-SC Competition Ceremony

Location: Shouf Campus, Deir Al Qamar

Time: 2:30-4:30 PM



The Faculty of Business Administration & Economics (FBAE), in collaboration with the office of Admissions, at Notre Dame University (NDU), Shouf Campus, organized on Friday, March 9, 2018 its second edition of “Young Entrepreneur Showdown” (YES NDU-SC). The competition is a valuable learning experience which aims at acquainting school students to the concepts and practices of business start-ups and the entrepreneurial mindset by encouraging them to perceive business opportunities and develop them.

During the competition ceremony, contestants from different schools in Shouf area pitched in teams their business ideas in front of a jury panel composed of Dr. Talie Kaassamany, Ms. Souhad Abi Zaki and Mrs. Mirna Beaini, with the presence of NDU students and their friends. The faculty members evaluated their ideas based on several preset criteria including the extent of innovation, the likelihood of realization, relevance to the Lebanese context, feasibility, clarity, presentation skills, etc... Following discussions and deliberations, the jury announced the following winners:

- > First Prize: Kfarhim Official Secondary School – 100% Scholarship for first semester at NDU- Shouf Campus,
- > Second Prize: Mokhtara Official Secondary School- 75% Scholarship for first semester at NDU - Shouf Campus,
- > Third Prize: Shouf National College – 50% Scholarship for the first semester at NDU - Shouf Campus,

Additionally, students from the three schools won training sessions on design thinking and social entrepreneurship to further develop their ideas and acquire the proper knowledge and practices to become future entrepreneurs and change makers.

The jury members concluded the competition by thanking the students for their interest in the competition and their participation and stressing on the importance of taking initiatives and pursue business opportunities.

NEW BORN

Yasmina Atallah is born



Dr. Sandra Khalil gave birth on June 22, 2017 at 9:15 AM to a sweet baby girl called Yasmina Atallah. Yasmina measured 50 cm and weighted 2.95 kg at birth. Mom and baby are doing great.

Nay Gebran Is born



"Behold, children are a gift of the Lord..." Psalm 127:3
Mrs. Maya Rached Gebran gave birth to a cute baby girl called Nay Gebran on July 10, 2017 at 8:15 a.m. at Saint Georges Hospital, Ajaltoun. Nay measured 51 cm and weighed 3 kg at birth. Mother and baby are doing great.

Mrs. Marguerite Eid

MARRIAGE

On Saturday, July 22, 2017 at 7:00 P.M Mrs. Marguerite Eid tied the knot with her soulmate Mr. Elie Habre at Al Saoud Al Ilahi – Kfarhabab. An enjoyable dinner followed the marriage at Orizon – Hboub, Byblos.

All FBAE faculty and Staff are delighted to see you Marguerite with someone who flatters and complements you at every step of your life. Best wishes to you and your life partner for traversing a beautiful new journey together.

Nohade Nasrallah



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MAIN CAMPUS
ZOUK MOSBEH,
LEBANON
T: +961 9 208 000

NORTH LEBANON CAMPUS
BARSA - KOURA,
LEBANON
T: +961 6 416 101/2/4

SHOUF CAMPUS
DEIR EL KAMAR - SHOUF,
LEBANON
T: +961 5 511 202

WASHINGTON DC OFFICE
SUITE 300, 1629 K STREET, NW,
WASHINGTON, DC 20006
T: +1 202 349 1705

ndu.edu.lb

