

BUSINESS MATTERS

THE FACULTY OF BUSINESS ADMINISTRATION AND ECONOMICS

ISSUE 1 | SUMMER 2017



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It is my privilege to write the opening words for the Faculty of Business Administration and Economics (FBAE) Business Matters magazine. The FBAE plays a central role in preparing our students for third millennium businesses. Our students are graduating as highly-skilled and advanced young leaders who have been steeped in how business can help the communities in which they choose to work. In short, they are agents of good for society.

We can no longer consider the different business fields through the lenses of the past century. The rapid growth of technology and means of communication have drastically transformed subjects, such as Marketing, Management, Accounting, Finance, etc. This transformation brings with it innovation as well as original ideas, original ways of thinking, and original approaches. A new world has emerged, a world that has ushered in a radically unique approach of teaching in the business fields.

The most important message we can give our students today is “do not let profit-making sidetrack you.” While profit is important for short-term survival, it is sustainability that ensures long-term survival. Sustainability in today's business world means making other people your focus. Help them create a great organization where you in turn can contribute to your maximum. Use your skills to help others and you will receive ample rewards. Initially, you do not have to be the one that gets all the glory. Given time and effort, you will get as much glory as you deserve by being the person that sets up the organization in a way that staff and customers are mutually recognized and rewarded.

On the one hand, while technical and managerial know-how was, and still is important, artificial intelligence is taking this burden off the shoulder of humanity. Proper communication, on the other hand, still is, and will always be, a humanistic God-given privilege. Our graduates can have a tremendous advantage in business if they take time to write coherent messages, whether on business or other issues. I find in my daily business dealings that people really stand out if they are articulate, if they can actually write sentences, and get them presented properly. In business schools, we should really think about this fact: Are we giving every student the feedback they need to become good communicators? This factor is vital, because business leadership and success have a lot to do with good communication skills.

Today, our FBAE is witnessing a transformation at different levels. Our curricula are being updated to meet the needs of a changing business world. Quality assurance is in constant evolution to meet all AACSB requirements, and last but not least, innovation and hands-on applications are molding our students into the professionals and leaders of tomorrow.

Dr. Elie Badr
Vice President for Academic Affairs



NOTE FROM
THE DEAN

The FBAE Brand – Quality and Positivity
In a conversation I had with a few colleagues several days ago, we were discussing the evolution of our Faculty over the past year. We have come a long way, and though we still have a long way to go, our attitude in facing the challenges ahead is key.

For a while now, our Faculty has been actively engaged in improving the quality of the education we offer and reworking our “brand.” We are committed to positioning ourselves as one of the leading business schools on the market. This year, we have been looking inward, and this initiated self-study has already begun to show positive effects. The journey toward AACSB accreditation, instigated few years ago, has been building momentum due to diligent and continued effort, and we have already begun to observe the improvement in our standards of quality. I am deeply grateful to all those among us who have been actively engaged in this colossal undertaking.

As professors of business in the FBAE, we have a duty not only to impart knowledge but also to contribute as a group to the improvement of the entire Faculty. While our professors are all brilliant in their respective fields of expertise and wonderful contributors to the University, our true value is collective.

The way we behave in the professional and personal sphere profoundly impacts our brand, both as individuals and as an organization. I recall the case of former Volkswagen executives who in the aftermath of the

company scandal in 2015 faced the challenge of seeking new employment; potential hirers were reluctant to engage, turning down applications and claiming that “the appointment would be too risky.” Former VW executives, whether they liked it or not, were undeniably “branded” by the market perception of their previous employer.

Our “brand” – FBAE at NDU – is distinguished by technical, behavioral, and integrity driven differentiation. What we do, and how we do it, has a tremendous impact; good work alongside a sustained affirmative attitude can only reward us with the branding we aspire to achieve. I thank all those who have worked keenly and positively this year to keep that intact, notably the Faculty Relations Committee for its creative and consistent efforts to reinforce positive interpersonal relations among us.

We spend more than a third of our waking time at work with our colleagues and students. It should be a beneficial, rewarding time for the nourishment of our intellect and our emotional well-being. Our attitude, our positivity is what transforms the experience from a job to a mission, and an enjoyable one at that.

Dr. Youssef Zgheib
Interim Dean FBAE

EDITORIAL
MESSAGE

The Faculty Relations Committee is delighted to present to you this second issue of Business Matters. After two years of work, and many successful events aimed at strengthening the links among faculty members, we experienced what Henry Ford once famously said, “Coming together is a beginning; keeping together is progress; working together is success.” We would like to thank you all for your support in the production of this newsletter, and specifically, we would like to extend our gratitude to the Department chairs and secretaries who contributed tremendously in the production of this issue.

Faculty Relations Committee
Mrs. Marguerite Eid, Dr. Souha Fahed,
Dr. Mira Thoumy, Dr. Richard Abi Saleh,
Dr. Nicholas Bitar, and Mr. Omar Sakr



ALUMNI UPDATES

INTERVIEW WITH



Mr.
SERGE
ABI RAMIA

I am extremely pleased to impart a few words to all of you. I am enjoying each second of my life. My experiences as an understudy at NDU in the International Business Management program furnished me with the knowledge, certainty, and fearlessness to prevail at each level of progression in my profession as manager at Abi Ramia Bros S.A.R.L. During my undergraduate studies at NDU, I attended many fascinating courses, which included CSR rivalry. I also participated in various projects, such as working with NGOs in the "Mapping Youth in Lebanon." These experiences taught me a lot and made me mindful of the Lebanese market. Every student should have the greatest number of enhancing encounters during their undergraduate studies. Moreover, by having had the opportunity to focus on the international business field throughout my courses, I gained genuine valuation for global business openings as well as the difficulties we confronts in today's economy. In the business work course, we would go over inquiries that we are definitely going to be asked about in job interviews or encounter later on in our careers. Communication, arguments, and interactions with other students during these courses were truly helpful. Overall, it was an excellent experience that has helped me excel in my career today. My final advice is to gain as much experience and knowledge as possible in the business field after graduation. You have the rest of your life to work. Gain experience in different fields, such as marketing, management and finance, and others while assuring your time is not going to waste.



Mrs.
JOEY
GHANEM

Major / When did you graduate?

I graduated in the fall of 2011 with a B.A. in Hospitality Management-Events Management.

Achievements and professional experience so far?

I worked in several fields related to events management from theater, exhibitions, hotels, and catering. I completed a one year program certificate in Hospitality and Leadership in Orlando, USA, where I worked as an activity coordinator in Orange Lake resorts before moving back to Lebanon and working as an event coordinator in Cate in Style. Currently, I am finishing an M.A. in Tourism Management and Planning- Development of Tourism products at Universitat de Girona, Spain, while completing a job placement at the congress center: Palau de Congressos de Girona.

What did you gain from the FBAE and the DHTM?

My years at NDU, and especially in the DHTM, taught me a lot. Aside from the education I acquired, the DHTM made me feel part of a community in which every person belonging to this Faculty works hand in hand to make the DHTM B.A. one of the best B.A.'s in hospitality, tourism, and events in Lebanon.

Best course? Why?

Cost Control: It made us live an actual real-life experience where we had to prepare a full event for more than 300PAX. It was my first experience far from theater and into the hospitality field. I learned a lot while enjoying working with my classmates on a project that could not have been more concrete.

Best lecturer? Why?

The majority of the lecturers had a really good influence on me. However, I will mention two persons. I was always amazed by Dr. Youssef Zgheib and in his capacity to explain an entire theoretical course based on his own experience, transforming a pure theoretical class into a practical one. Another person that I cannot but mention is Mr. Ghassan Beyrouthy without whom I would not be where I am now. Aside from being a great lecturer, he tries and succeeds in bringing out the best in each

student. He encouraged me to apply for the American Hospitality Academy scholarship as well as to pursue my M.A., among so many other things.

Where do you see yourself in five years?

I hope to complete a Ph.D. in Tourism or Events and become a lecturer while continuing my professional career in the events industry.

Advice for lecturers?

Never give up on your dreams, keep on working toward them; it will happen when you least expect.



Dr.
SANDRA
KHALIL

Dr. Sandra Khalil, would you please give us a summary of your path from graduation to your current position as a full-time faculty member at the FBAE?

I graduated from NDU in 2007 with a BBA in Business Administration, Banking and Finance Major. I started my career in the banking sector, in the Credit Department at BBAC. Earlier in my career, I acquired broad experience in retail and commercial banking that helped me a lot in my classes as a university lecturer where I always used to transmit to my students the knowledge that I acquired in accounting and finance. In addition to my full time job at BBAC, I joined NDU as a part-time faculty member where I taught accounting and finance courses. In fall 2014, I became a full-time faculty member at the Department of Accounting and Finance after I started my DBA in Accounting at Grenoble Ecole de Management – France.

After ten years from graduation, what valuable advice would you would like to communicate to your students?

My advice to all students is to focus on one thing: self-development. Generally speaking, and unfortunately, students nowadays do not read and do not make the extra effort to learn by reading business newspapers and magazines. They have plenty of resources that are offered by the University, which they fail to benefit from. I rarely see business students who are really passionate about their major and who make the extra effort to learn

more and more; rather than just taking a course for the purpose of passing it with an average to good grade. I would really love to see students who are passionate about the material and the course and who challenge the instructor about topics they read outside the classroom. I would also love to see students who are so eager to learn from the course; rather than simply skimming the course material to pass the course and graduate. I would say to all students: Differentiate yourself and work on developing yourself by acquiring top-notch education and backing it up by acquiring international certificates, such as the CPA, CMA, CFA, etc. and more importantly, my permanent advice to all students: Read, read, and read. Although getting a high grade on a course is important, what is even more important is to work more on developing your competencies by reading. Also, I want to advise my students to learn via many internship programs that are available in a wide range of corporations during the summer. All these programs will help students to experience a real work environment, expand their knowledge in the field, and build corporate contacts, which will help them later to kick-off their professional career. Based on my previous experience at a Lebanese bank and based on the echoes that I hear from the job market, our programs at the FBAE are solid, diversified, and rich. Therefore, in terms of education, students here get all what they need to excel in the business world, but they need to back their degrees with adequate, smart, and effective training, and through reading and enhancing their communication skills.

What would you like to say for NDU graduates?

Congratulations on your graduation, ladies and gentlemen. I wish you all the best. Enjoy life's challenges and get ready to overcome them.

Thank you so much Dr. Khalil for your enriching words and valuable advice.



VOICE OF STUDENTS

INTERVIEW WITH



Mrs. GHIWA DAGHER, Health Care Management

Major / When are you graduating?
My name is Ghiwa Dagher, majoring in Healthcare Management. I'll be graduating in spring 2018.

Achievements so far?
At NDU, I won first place in Hult Prize, start-up accelerator for social entrepreneurship. I was also among the top five teams at AltCity, a startup elevator.

What did you gain from the FBAE?
The FBAE helped me develop substantial interpersonal skills, making me more sociable and confident in dealing with people. Best of all, I learned how to become a great team player.

Best course? Why?
The best course I took was Organizational Behavior, which enabled me to understand not only the workplace but also more importantly the workforce.

Best lecturer? Why?
My favorite lecturer is Dr. Mira Thoumy. Her lectures are highly interactive; also, she manages to back up each theory with a real-life example, making the whole course intelligible.

Where do you see yourself in five years?
I see myself managing the quality department of a hospital in Lebanon.

Advice for lecturers?
I hope that all lecturers teach their students not only what is written in the books but also teach them to go beyond that and to impart some of their experience and knowledge.



Mrs. MARIANNE EL KHOURY, Economics

Major / When are you graduating?
Bachelor of Science in Economics. Graduating in 2019.

Achievements so far?
Volunteered at Le Veto in Jounieh. Many of my paintings were displayed in school exhibitions
Won first place at a classical ballet competition.

What did you gain from the FBAE?
Time management, critical thinking, and communication skills.

Best course? Why?
Microeconomics. It provided me with insight on consumer and producer behavior. I hope to one day use this knowledge to start a business.

Best lecturer? Why?
Dr. Nicholas Bitar. His teaching methods are simple and practical, and they are based on real-life situations.

Where do you see yourself in five years?
My passion has always been to become a professor, so I will hopefully be working on earning my Ph.D. by then.

Advice for lecturers?
Provide us with more case studies that students can relate to.



Mr. CHARBEL CHALLITA, DHTM

Major / When are you graduating?
I already finished my first major, Baking and Finance, and currently majoring in Hotel Management-Food and Beverage Management. I will graduate from my second major this semester, spring 2017

Achievements so far?
I have been on the Dean's List since my first semester. I won the pastry competition in Escalade. I received the Red Cross certificate, and I did my internship at Banque Du Liban.

What did you gain from the FBAE?
First, what I gained from the Faculty is the strong connection I had with students and professors from its different departments. Moreover, it gave me a chance to improve myself and challenge myself to be better. It encouraged me to succeed.

Best course? Why?
The best courses I had: first major, Commercial Banking; second major, Restaurant Development. Both courses taught me the reality of the banking and restaurant industry. These courses increased my knowledge and made me love what I do even more.

Best lecturer? Why?
The best professors I have are Dr. Ghassan Beyrouthy and Mr. Omar Sakr. Both of them open up their vast network to their students. They teach with passion, dedication, purpose, and civility. Moreover, they opened

my eyes to things I never knew before and made me enjoy what I do even more.

Where do you see yourself in five years?
Most probably in five years I would have gained all the experience I need to open up my own restaurant or invest in one. It is a challenging industry, and I will keep pushing myself to improve.

Advice for lecturers?
My advice for the lecturers is that they have to teach with passion and full dedication to encourage students to love every subject. They have the power to push every student to be better, and every lecturer should show care without bias.



GET TO KNOW US

INTERVIEW WITH



**Dr.
JENNIFER
ABOU
HAMAD**

**DMM
Chairperson**

For how long have you been at NDU?

I have been at NDU since summer 2014.

Where are you from?

Sagbaine, West Bekaa, from my father's side and Lebaa in the south from my mother's side.

Hobbies?

Scouting, playing the cello, traveling, watching TV series.

Associations?

Association des Guides du Liban, Notre Dame de Jamhour Alumni, AUB alumni, Université Paris 1 Panthéon – Sorbonne alumni.

Academic interest areas

Human Resources Management (Performance Management, Work-life balance, Well-being), Psychology, Communication, Innovation.

Accomplishments

I accomplished several things when I was at Université Paris 1 Panthéon – Sorbonne, but the accomplishment that helped me mature and understand the strategy and the management of a university was when I was elected as a member of the Paris 1 Scientific Council.

At NDU, my new challenge as chairperson of the DMM also has a significant impact. I am learning new things, organizing different successful events, and overcoming some challenges. The last months were extremely interesting, and I can't thank enough my wonderful Grace and my lovely team. DMM rocks!

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

I love seeing how students can be passionate about something. I try to instill in them this passion, and I try to help them reach their objectives.

What I don't like about my job is the number of meetings per week. As a chairperson, I try to reduce the meeting frequency as much as possible and focus more on being efficient and effective with my team.

What's your favorite course to teach?

I have taught ten courses in two years. I enjoy teaching these courses, and I always try to leave my mark. My favorite ones, however, are MGT 337, BAD 427, and HRM 625. I had the opportunity to customize them to meet both the students' and the market's needs. In these courses, I go wherever my creativity takes me.

How do you think your students see you?

Students see me as a modern woman. I am close to them. They can identify with me, they see me as somebody dynamic, a person who pursued her dreams and ambitions. They know I am here for them and that I can help them.

What characteristic do you most admire in others?

People who are honest and people who have a good capacity to listen.

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

I knew I wanted to be a teacher since I was six years old. If I had to choose another job, I would open my own kindergarten, guiding the first steps of the young generations.

Who inspires you?

I can be inspired by anyone who can leave a mark on me with their ambition, courage, sensibility, and intelligence.

My mother and my brother are the two sources of inspiration in my life.

My mother is my role model. She taught me how to always stay positive and act mature despite the problems. She taught me how to be courageous, classy, determined, and how to fight for what I want in life. She knew how to perfectly balance between her personal and professional life. She was and still is an inspiration to all her students.

My brother always believes in himself and thinks big to get what he wants. Every day he teaches me to think

out of the box, and he shows me that I can be anything I want if I work hard for it and if I am passionate about it.

What's your favorite quote?

'It's the time you have wasted for your rose that makes your rose so important' - Antoine de Saint-Exupéry.

How do you recharge?

I travel whenever I can, mainly to Paris. I always go to the Sorbonne University, St. Michael's Fountain, a Sephora shop, and the theater. These are the main four things I do in Paris to recharge.

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

I am a social media addict.

What super power would you like to have?

Teleportation so I can travel wherever and whenever I want. I can have some tacos in Mexico and macarons in Paris before going back to class.

Funniest thing that happened to you in class.

My classes are in some way amusing. Students don't really know what will happen: drawing each other, playing a goose game, decorating cakes, etc.



**Dr.
MOHAMAD
HAMADEH**

**DE
Chairperson**

Professor, Department of Economics

For how long have you been at NDU?

I have joined NDU in 1998, so I've been around for nineteen years.

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

I am married to Diana, a lawyer. We have a girl and two boys. Hazar, my eldest, will graduate this year with a B.S.

in Economics from NDU. Hussein is in BACC II, and Ali is in grade six.

Hobbies?

Reading and swimming.

Academic interest areas

Urban Economics and Public Finance.

Academic accomplishments

My greatest accomplishment is when some alumni tell me that I had positive influence on their lives.

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

I like dealing with mature and serious students. I hate dealing with immature and irresponsible students.

What's your favorite course to teach?

Urban Economics and Public Finance.

How do you think your students see you?

I hope they see me as a serious and caring faculty member.

What characteristic do you most admire in others?

Honesty and sense of responsibility.

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

Consultant.

Who inspires you?

Hard working people.

What's your favorite quote?

'Beautiful people are not always good, but good people are always beautiful.'

How do you recharge?

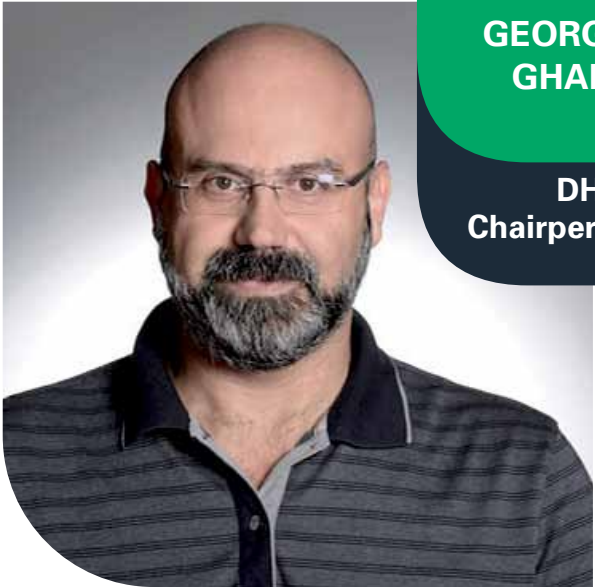
By spending time with family.

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

Wish for others what I wish for myself.

Funniest thing that happened to you in class.

I really do not recall 'funny' things happening in class.



Mr.
**GEORGES
GHALEB**

DHTM
Chairperson

For how long have you been at NDU?
I joined NDU in the spring of 2003.

Married? Kids? Where are your kids now?
Anyone studied at NDU?
*I am Married to Samar.
I have two boys. Elias and Michel.
Michel is still at school (Grade Ten) and Elias is studying at NDU. This is his first year as a CCE student.*

Where are you from?
The legal documents state that I am from Beirut but my family originates from Ardeh, Zgharta.

Hobbies?
Music: I play the guitar. Smoke cigars and drink single malt. The outdoors.

Academic interest areas
Marketing Consumer and Organizational Behavior.

Accomplishments
Two perfect boys with all their imperfections. They are my pride and joy.

What do you like/hate the most about your job?
*I love the challenge. I love the interaction with the students.
I hate haters and jealous people.*

What’s your favorite course to teach?
*Organizational Behavior.
Consumer Behavior.*

How do you think your students see you?
You should ask them. I hope they value my input in their lives the way I value what they give me.

What characteristic do you most admire in others?
Transparency (it’s a fading characteristic...).

What would you be doing if you weren’t at your current job?
Working on an construction site.

Who inspires you?
Anybody who thinks selflessly and outside the box.

What’s your favorite quote?
‘Smile. It confuses people.’

How do you recharge?
Quality family time.

Fill in the blank: If you really knew me, you’d know I ____.
Hate blue cheese.

Funniest thing that happened to you in class.
*I lost balance and fell off the podium once during class.
Everybody, including myself, laughed his or her head off.*



Mr.
**IMAD
YOUSSEF**

DMM
Part Timer

For how long have you been at NDU?
I joined the Department of Management and Marketing at the Faculty in fall 2005 as a part-time instructor, but in reality, I joined NDU as an Engineering student in fall 1999 after my high school graduation from NDL.

Married? Kids? Where are your kids now?
Anyone studied at NDU?
Happily single! I am proud that I studied at NDU, where I received many of my degrees: a Bachelor’s in Computer and Communication Engineering, a Master’s in Business

Administration, and a Master’s in International Affairs and Diplomacy.

Where are you from?
I am originally from a small village in the Shouf called Deirdourit, where I enjoy spending the majority of my weekends every summer. As a result of the Lebanese Civil War, I didn’t get the chance to visit my village during my childhood, so officially I was raised in Achrafieh, which I consider my second hometown.

Hobbies?
My preferable hobbies are playing chess and tennis but each year I try my best to learn a new sport.

Academic interest areas
As I already mentioned, I have earned multiple degrees in many academic areas, starting from engineering and business administration to international affairs and diplomacy and law. They may look totally different, but in reality in all these majors I only focused on one topic, which is the influence of e-business on all those academic areas.

Accomplishments
In addition to being a course coordinator and a part-time instructor at NDU since 2005, I also work at the Lebanese Ministry of Economy and Trade as the Management and Marketing Expert since 2009. One of my major tasks are to provide consultancies on all topics related to Digital Commerce and Strategic Management, and to represent the ministry in all international and domestic conferences related to these topics. Also, I am proud to be a professor of Strategic Planning at the Lebanese National School for Administration (ENA) responsible for training all the heads of departments and unit civil servant heads on this important topic that the Public Administration currently lacks.

What do you like/hate the most about your job?
What I like the most about my jobs is that I have the chance to positively affect the life of all citizens, especially the youth, and to play an active role in creating a better future. In addition, I have the chance to implement all the theories that I have studied in universities and the theories that I am currently teaching in my classes. But I hate all the bureaucracy and the political interference that usually delay a lot of important and crucial projects.

What’s your favorite course to teach?
The majority of courses are very interesting and very essential for students to learn, but after twelve years of experience I prefer to teach the e-business and software tools for business applications courses, because they are essential and interactive classes, and they provide students with the most important skills they will need to build a successful career path.

How do you think your students see you?
We have to ask them, but I hope that they see me as their coach, who tries his best to encourage them to study and to learn new things, while being fair and respectful

to all of them, without any exception.

What characteristic do you most admire in others?
I admire honest and modest hard workers.

What would you be doing if you weren’t at your current job?
Working harder to reach these positions, while planning for higher ranks in the near future.

Who inspires you?
I am a man of faith, so Jesus Christ inspires me.

What’s your favorite quote?
‘Far and away the best prize that life has to offer is the chance to work hard at work worth doing’ - Theodore Roosevelt.

How do you recharge?
I recharge by reminding myself of my mission in life and the goals I would like to achieve, by doing that it gives me enough energy to proceed and to keep walking.

Fill in the blank: If you really knew me, you’d know I ____.
If you really knew me, you would know I am an honest hard worker.

Funniest thing that happened to you in class
Once, I had a student with a difficult foreign name, which I couldn’t learn to pronounce correctly. After trying several times to teach me the correct pronunciation my student surrendered, so I kept skipping her name while taking the attendance for the rest of the semester.





**Mrs.
Nada
Khalil**

**Part-timer
DE**

For how long have you been at NDU?

Fall 2010 was my first semester at NDU. It all began one semester after my graduation.

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

I am married and I have one daughter, Nour, who is three years old.

Hobbies?

I enjoy traveling, skiing, cycling, hiking, and social activities that involve community service.

Academic interest areas

I am currently interested in modern teaching methodologies that could be applied in any course in the business school. By developing proper teaching methods, lesson plans, assessment tools, students will be better engaged in meaningful learning.

Accomplishments

I am currently a Ph.D. candidate at the International School of Management (ISM). Also, I have been recently selected to participate in the Fulbright Junior Faculty Development Program, which will take place in summer 2017 in USA

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

Each semester is a finite project that brings along a unique group of students, eagerly willing to learn new material and blend through a unique cultural context. What I like most about my job is that it allows me to use my brain, and each day I continue having new ideas and learning new strategies and skills. It gives me the opportunity to inspire students, not only academically but also on a personal level. It allows me to create connections that will last a lifetime.

Being a part-time faculty, I am fortunate not to get caught up in requirements that are out-of-classwork (meetings, student advising, serving on committees...). The downside is the pay. That being said, what I love and hate most about my

job is the fact that every semester is different, and each semester is fully closed out, and another begins.

What's your favorite course to teach?

I have been teaching macro and microeconomics, and basic accounting courses, but what I have enjoyed most was Principles of Financial Management I (BAF311) since the course material challenges students to actively engage in learning - it takes them out of their comfort zone and teaches them not just the course material, but really how to "think."

How do you think your students see you?

I personally value good relationships with students, and I always look forward to the mentorship aspect of teaching. I believe that my job is not only to help students improve academically but also to empower them to become independent young learners. I think that establishing goodwill can help minimize classroom disruptions, improve student engagement, and reduce stress for everyone.

What characteristic do you most admire in others?

There is an endless list of the traits I admire most in people: integrity, simplicity, commitment, **honesty...** what I appreciate most is **authenticity, simply being the best version of yourself and no one else.**

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

I am the managing director of our family-owned business, which my husband established a few years ago. If I were not in my current job, I would have dedicated more time and effort to move our spare parts business forward, and to spend more time with my family.

Who inspires you?

Everything around me inspires me: a walk in nature, time spent with friends, reading blogs... But my main source of inspiration is my family, and especially my daughter who by far, has had the greatest impact on my life. They help me maintain a positive focus in life no matter what is going on around me, and they give me the support needed to fulfill my goals.

What's your favorite quote?

Alfred Adler's: 'Follow your heart but take your brain with you.'

How do you recharge? (Away from campus.)

Traveling, traveling, and traveling.

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

I hate being alone.

Funniest thing that happened to you in class.

When I first started teaching, I was always mistaken for a student. Once I get started with the stories, it's hard to stop. At the beginning of the semester, an orientation volunteer used to ask if I'd like help finding my classroom, even custodians refused to unlock the classroom door until the instructor arrived... by the end of the first year, when dropping off a grade-change form in the Registrar's Office, a staff member told me that students certainly don't have the authority to alter their own grades...

FACULTY NEWS

FACULTY RELATIONS COMMITTEE EVENTS

The Faculty Relations Committee has engaged faculty members in several activities during the past year.

The journey started in May 2016 with a hiking trip in Qannoubine Valley in North Lebanon followed by a lunch gathering at Charbel and Marie Lichaa guesthouse in Hawka village.



In September, we went for another day out that started at Tawlet Aaamiq for breakfast and was followed by a hiking trip in West Bekaa on Darb el-Karam and a lunch gathering at Lina Haddad guesthouse in Khorbet Kanafar village.



The Faculty Relations Committee organized yet another casual dinner at Eenab Restaurant gathering full-timers, part-timers, and the administrative team of our Faculty. We were honored that NDU President Fr. Walid Moussa and Shouf Campus (SC) Director Fr. Hanna Tayyar were among us.



In alignment with our Faculty mission, Dr. Lawrence Leigh from the Graduate Business School of Monarch University in Switzerland presented a CSR and Marketing session.



Our fifth event for the year was a wine-tasting session presented by Ksara Oenologist and Export Manager Mr. Elie Maamari (followed by a cheese and wine dinner at Shtrumpf restaurant.



Finally, to highlight the achievements of the FBAE faculty members, the first end of year annual gathering was held in May, honoring key members who served the Faculty for 25 years and more.

Dr. Souha Fahed & Mr. Omar Sakr



DEPARTMENT OF MARKETING AND MANAGEMENT

The Department of Management and Marketing (DMM) at the Faculty of Business Administration and Economics (FBAE), NDU, launched several successful activities this academic year 2016-17.

Conference on Neuromarketing

On Monday, November 28, 2016, Mrs. Rose Bechara presented a conference on Neuromarketing. The aim of this conference was to introduce to the NDU community the concept of Neuromarketing, a new field of marketing, which uses medical technologies to study the brain’s responses to marketing stimuli.

Dr. Jennifer Abou Hamad



KunHadi

KUNHADI created “Flügen Rides,” an app that allows seamless communication between Taxi drivers and customers. The aim of this event was to promote safer nightlife in Lebanon.

This app was introduced to NDU students in an event that was held on Friday December 2, 2016.

This event was launched by the MRK 321 – Promotional Strategy class at the DMM, FBAE, and coordinated by the Department of Community Service and Awareness.

Dr. Jennifer Abou Hamad



MakeSense Social Entrepreneurship Competition

The Department of Management and Marketing (DMM) at the Faculty of Business Administration and Economics (FBAE), NDU, in collaboration with MakeSense and the NDU Consulting Club, organized on Tuesday, December 13, 2016, a social entrepreneurship competition in Abou Khater Auditorium, NDU main campus.

MakeSense is an international community that rallies SenseMakers in 128 cities across the world to help social entrepreneurs to solve their challenges.

Taking on increasing importance in Lebanon, social entrepreneurship motivated these participants to partake in their own way in their society by building a company that embodies their values.

NDU students began working on their projects on November 17, 2016, and presented their business ideas on Tuesday, December 13, 2016.

Twenty participants, divided into 7 teams, presented their work in front of an esteemed jury, comprising of Dr. Elham Hachem, faculty member at the DMM, Mr. Samer Sfeir, NDU alumnus; active social entrepreneur and Co-founder of the NGO shareQ and the social enterprise Mommy Made, Mr. Elias Abi Nakhle, Byblos Bank Zouk branch manager, Mrs. Krystel Khalil, communication and entrepreneurship specialist, head of communication and outreach at Berytech, and Mrs. Elsa Abi Khalil, MakeSense community developer for Lebanon and the Middle East and MakeSense SenseRocket board member.

Dr. Jennifer Abou Hamad



YES NDU Competition

This entrepreneurship competition targets school students (Grades 10, 11, and 12). School students attended a workshop given by FBAE faculty members on Saturday December 17, 2016. The competition took place on Saturday January 21, 2017. The main objective was to acquaint school students with the process of creating, promoting, and managing a business idea.

Dr. Jennifer Abou Hamad



The Hult Prize Challenge

The Hult Prize Challenge gives young entrepreneurs the opportunity to use the platform of one of the world's leading international competitions to propose innovative business models aimed at solving social problems. This year, NDU students and alumni worked on different projects and competed on January 27, 2017, under the theme, "Refugees - Reawakening Human Potential," with the aim to restore the dignity and rights of millions of refugees left stateless due to severe political and environmental conditions.



Dedicated and enthusiastic NDU students with social entrepreneurship talents put forward solutions to the worldwide refugee crisis. Three teams won the votes of our honorable judges, who were: Judge John Azzi, reputable for his fair judgment and social activism; Mrs. Suzy Hoayek, coordinator at the Ministry of Energy and Water on the "Lebanon Crisis Response Plan;" and Mr. Gilbert Doumit, managing partner and consultant at Beyond Reform & Development Group.

Dr. Jennifer Abou Hamad



It's a Woman's World

The Department of Management and Marketing (DMM) at the Faculty of Business Administration and Economics (FBAE), NDU, organized on Monday March 6, 2017, a conference to celebrate International Women's Day (IDW).

The Department was honored to welcome five wonderful women who shared with the attendees their experiences in the workplace, their successes, and their struggles against stereotyping.

These women were:

- Captain Roula Hoteit, pilot at Middle East Airlines (MEA);
- Mrs. May Khalil, organizer of the Beirut Marathon;
- Mrs. Sandrine Jabra Beaini, NDU alumna, sports anchor, and producer;
- Mrs. Rita Abboud, entrepreneur, founder of Bebes Calins; and
- Mrs. Rosemary Romanos, entrepreneur, founder of SunRay Energy.

Dr. Jennifer Abou Hamad



CSR-HR: Overcoming the Challenge in the Workplace

The Department of Marketing and Management (DMM) and the Department of Hospitality and Tourism Management (DHTM) at the Faculty of Business Administration and Economics (FBAE), NDU, organized on Monday, May 8, 2017, a seminar titled, "Corporate Social Responsibility and Human Resource Management: Overcoming the Challenge in the Workplace."

This seminar addressed the challenges of physical handicaps in the workplace mostly by highlighting the issues and by demonstrating how some Lebanese firms successfully tackle them. Four guest speakers shared their life experiences and taught students that no matter life's obstacles, one has to be ready to get up and continue determinedly.

The guest speakers were:

- Ms. Miguèle Issa, Arcenciel Marketing Manager.
- Mr. George Khattar, Arcenciel Electrical Repairs Workshop Manager.
- Ms. Jocelyne Makhoul, Shtrumpf Senior Delivery Operator.
- Mr. Abdallah Sacca, PepsiCo International MENA Region Network Analysis Senior Manager in Lebanon.

Mrs. Marguerite Eid



DEPARTMENT OF ECONOMICS

The Department of Economics (DE) at the Faculty of Business Administration and Economics (FBAE), NDU, launched several successful activities this academic year 2016-17.

The Market Structure in Lebanon: The Case of the Agricultural / Industrial / Services Sector
Date: April 24

Guest speaker:

Mrs. Alia Abbas, General Director of the Lebanese Ministry of Economy and Trade.

The main objectives of this presentation were to highlight the current market structure in the agricultural as well as industrial and services sector. It was to compare the current situation against the case of the early 1990s or 2000s and identify the key obstacles to entry into each of the three sectors and examine the possible impacts on the Lebanese economy of the market structure and suggest possible nationwide and sector-specific measures to reduce the concentration rates and enhance the competitiveness of the economy.

Dr. Charbel Bassil



Oil and Gas in Lebanon: Obstacles and Expectations

Date: Feb 22

Guest speaker:

Mr. Walid Nasr, Lebanese Petroleum Administration

The objective of this presentation was to present the real figures and statistics about oil/gas exploration in Lebanon, and provide an overview regarding the on- and off-shore gas/oil exploration law, discuss the production-sharing contract between the contractor and the government and discuss the economic impact of oil/gas development.

Dr. Charbel Bassil



Sectarianism and economic growth

Date: March 3

Guest speakers:

Dr. Hilal Khashan, Political Science Professor at the American University in Beirut (AUB).

Mr. Jean Kors, the International Center for Organizational Development, Beirut.

Democracy promotes trust, which is an integral part of social capital. It also promotes common values that facilitate economic and social interactions between the citizens. This will have positive impact on the country's economic growth and development. The objective of this presentation was to discuss intra- confessional and inter-confessional trust, the nature of the sectarian regime in Lebanon, the compatibility of sectarianism with democratic values, and the economic and social impact of such a regime.

Dr. Charbel Bassil

The National Security Fund and the Social Insurance System in Lebanon

Date: May 5

Guest speaker :

Mr. Chawki Abou Nassif, Directeur de cabinet, caisse nationale de sécurité sociale

The National Social Security Fund (NSSF) manages key elements of the social insurance system. It provides health insurance, an end-of-service indemnity and family allowances to formal workers in the private sector. However, no unemployment fund exists to support those who lose their job or do not find one in the first place. The speaker presented the different types of social contribution and the respective shares of the employee and the employer. The speaker presented the pension scheme administered by the NSSF.

Dr. Charbel Bassil

Corruption and its Economic Impact: Learning from the Case of Tunisia and other Arab Countries

Date: Dec 12

Guest speakers:

Mr. Anouar Ben Khelifa, Advisor to the Government of Tunisia and former State Secretary for Governance and Anti-Corruption.

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

Mr. El-Siblani discussed the economic costs of corruption and the anti-corruption measures in Lebanon. He also discussed the important role of putting into place a ministry for governance and anti-corruption in Lebanon. Mr. Ben Khalifa talked about the Tunisian experience in fighting corruption in the post-Ben Ali period. The two guest speakers commented on the Arab spring and the lessons to learn for the future.

Dr. Charbel Bassil



DEPARTMENT OF ACCOUNTING AND FINANCE

The Department of Accounting and Finance (DAF) at the Faculty of Business Administration and Economics (FBAE),NDU, launched several successful activities this academic year 2016-17.

2017 Inter-Universities Finance Competition

For the second consecutive year, the Department of Accounting and Finance at the Faculty of Business Administration and Economics (FBAE), NDU, organized on April 21, 2017, the “2017 Inter-Universities Finance Competition,” which took place in Issam Fares Conference Hall, NDU main campus. NDU competed against five other teams from leading universities in Lebanon: AUB, LAU, USEK, UA, and AUST. The competition was an opportunity for business students to compete in a finance-focused tournament. Students learned about teamwork, communication, risk, and the fundamentals of stock markets. This challenge included 30 questions categorized into ‘easy,’ ‘average,’ and ‘hard.’ Competitors had to answer at the same time the questions they selected in each category. AUST emerged as winners, and the prizes were distributed as follows:



- 1st Position: American University of Science and Technology (US\$3,000);
- 2nd Position: Notre Dame University-Louaize (US\$2,000); and
- 3rd Position: Lebanese American University (US\$1,000).

FBAE Chairperson Dr. Viviane Naimy said, “Beyond the advantages of this competition, which highly motivates students to perform under pressure, encourages

teamwork, and coordination, and demonstrates their communication skills, it is practically the first-of-its-kind to gather the leading business schools for one purpose: to celebrate their ultimate mission aimed at instilling in their students all the knowledge and skills necessary to become the leaders of tomorrow for a better Lebanon.”

Congratulations to all the universities that participated, since we consider each one a winner given their effort and contribution.

Dr. Richard Abi Saleh

2016-2017 BLOMINVEST BANK – Virtual Stock Exchange Competition

For the purpose of disseminating practical knowledge of trading among finance students, emphasizing the complexity of the stock exchange field, and triggering student’s practical abilities, the Department of Accounting and Finance (DAF) at NDU, under the sponsorship of BLOMINVEST BANK, was proud to organize the first “*NDU Virtual Stock Exchange Competition*” from October 2016 through February 2017. One hundred students eagerly participated in the competition and were efficiently guided to mix theories to applications to manage their portfolios using virtual money.

The first screening was based on the total portfolio return, the Sharpe ratio, and the number of trades made. Then, a joint panel was held on Monday, February 20, 2017, from the DAF represented by the Department’s Chair Dr. Viviane Naimy and the Mentor in the Virtual Stock Exchange Competition Dr. Richard Abi Saleh, and from BLOMINVEST BANK executives Mr. Marwan Abou Khalil – Head of Capital Markets. Mr. Alexandre Mouradian – Head of Investor Relations conducted the second screening and chose the best three participants: Mr. Mounir Saridar, Ms. Ghiwa Al Ayash and Mr. Fadi Chalawit based the portfolio return, Sharpe ratio, the strategy used and the presentation skills. The participating students had astonished the audience and the jury members with their original analyses and investment techniques. BLOMINVEST BANK offered the first three winners prizes of US\$ 2,000, US\$ 1,500, and US\$ 1,000 respectively.

Congratulations to our students who made us proud as always!

Dr. Richard Abi Saleh



Capital Markets in Lebanon: A New Horizon

Executive Board Member at the Capital Market Authority in Lebanon Mr. Firas Safieddine was invited by the Department of Accounting and Finance (DAF) at NDU to give a lecture on Thursday, November 17, 2016, on the capital markets in Lebanon. Mr. Safieddine served as the senior advisor to the Lebanese Minister of Economy and Trade and to the Lebanese Minister of Finance for a five-year period. He is currently serving on the Board of Directors of several national and international investment companies. In addition, he taught Finance at the Olayan School of Business at AUB. Throughout his presentation, Mr. Safieddine explained to the audience that for economic development and sustainability, Lebanon urgently needs to restructure its capital market to attract local and foreign investors, and to lessen the dependence on the banking financing for most firms and projects, as is the case nowadays.

Dr. Richard Abi Saleh



Investor Relations and IPO Performance

The Department of Accounting and Finance (DAF) at NDU invited on Thursday, February 23, 2017, Professor Salim Chahine to give a lecture titled, “Investor Relations and IPO Performance.” Professor Chahine is currently Professor of Finance at Olayan School of Business, American University of Beirut. He holds a Ph.D. in Finance from the University of Aix-Marseille III, and two M.Sc.s. in Financial Engineering and in Banking and Finance. His research is mainly in Initial Public Offering (IPO), Venture Capital, Entrepreneurial Finance, and Corporate Governance. He has several publications in international academic journals, such as Strategic Management Journal, Journal of Corporate Finance, the Journal of Business Finance and Accounting. Throughout a very interesting presentation, Professor Chahine explained to the audience the results of his latest research that were unique in the field of IPO. For instance, firms that have recruited investor relations’ offices got better IPO performance than those who did not. Moreover, the reputation of the investor relations’ offices seems to play another important role in IPO performance. Faculty members and students enjoyed the presentation and participated actively.

Dr. Richard Abi Saleh



DEPARTMENT OF HOSPITALITY MANAGEMENT

A Successful Partnership with Tannourine Nature Reserve

After collaborating for a year with Tannourine Nature Reserve (NGO), four students (Mona Melki, Charbel Saliba, Colette Abou Ouyoun, and Jessica Kawerkian) of Hospitality and Tourism Management at NDU, along with their tourism instructor Mr. Omar Sakr, succeeded to recently earn the support of an international funding agency to enhance the habilitation of Darb el- Mahabes trail that links Tannourine to Hardine village.

It all began with a project that was part of the requirement of the Domestic Tourism course (TTM 326) and continues today.

The trail offers an opportunity to discover a cultural heritage, a rich natural experience, and a spiritual journey. We took this trail several time to discover a jewel in those mountains. The path was traced using a GPS application and the location of the chapels and landmarks was identified on this map. The level of difficulty was made and the length of each stage of the trail was defined. However, the end of the course taken was not the end of our interest with this project. We continued to visit the location and work on fine tuning of the map and researching more information about the trail and the Chapels.

This financial support will help in training the local guides and marketing the trail.

Soon, hiking and nature lovers will be invited to join our students along with Tannourine Nature Reserve management to the launch of this trail.

Ms. Mona Melki



MOU between IHG and the DHTM

On the 6th of January, the Department of Hospitality & Tourism Management (DHTM) signed a memorandum of understanding with the Intercontinental Hotels Group (IHG) Academy aimed at ensuring that the students of the DHTM are guaranteed internship opportunities in the 6 properties in Lebanon that are managed by the IHG group.

As a follow up to this MOU, The General Manager of the Phoenicia Hotel and Le Vendome Hotel Ms. Dagmar Symes and the Cluster Human Resource Manager of the hotels Mr. Mohamed Azakir visited NDU on May 10th and talked to our students about the Intercontinental Hotels Group (IHG), the history of Phoenicia & Le Vendome properties, and the career growth in the hospitality industry. The purpose of this visit was twofold:

1. To meet and recruit students from different discipline as full-time and part-time employees at the two hotels.
2. To learn more about NDU and its culture.

The visit was very successful and set ground for lots of future collaboration between the IHG group and NDU.

Mr. George Ghaleb



Cost Control Dinner

Every year, the students of the FBM 351 Food, Beverage and Labor Cost Control class plan, organize, and prepare a gala dinner as their senior project. This year, the theme of the dinner was Russia; students were responsible for budgeting, costing, preparing, and applying all required duties to get the best results.

After the dinner, a sum of money was collected from sponsors and from ticket sales; and this amount was divided between students who chose "Srilanka" as a destination to travel to. The trip took place from the 12th until the 20th of April. The 7 days/ 6 nights trip started with an elephant back ride and a safari in "Dambulla" where we had the chance of riding elephants and enjoying a 3 hours safari. The second day, after a breakfast at the hotel, we proceeded to "Sigiriya" to visit the 5th century rock citadel of "King Kasyapa" where we enjoyed a beautiful scenery from the top of the rock after a 2 hours hike of 1200 steps. In the afternoon, on our way to "Minneria", we passed to a church to pray the "Good Friday" rituals and then we went to visit the "Buddha Temple of Minneria" where we walked few steps in-between jumping monkeys until we reached the temple. On our third day, we visited the "Dambulla cave Temple" which is considered the face of Srilanka since it houses some of the most unique drawings flanking the golden temple of Dambulla. We then proceeded to "Kandy" via "Matale" where we stopped at the spice garden and had the opportunity to have a body and facial massage with natural oils to relax after a long day. The fourth day, we visited the "Royal Botanical Gardens of Peradeniya" where we enjoyed the beautiful natural sceneries through a 2 hours walk in the different rails of the garden. On completion, we proceeded to "Giragama" to visit the tea factory where we were introduced to different types and flavours of tea; and we ended our day at "Hikkaduwa" on the sands of the Indian ocean. The fifth day started with a visit to "Galle" where we could do some souvenir shopping and walk in the rails of the epic Southern capital. On our way back to the hotel, we had a boat ride at "Balapitiya" where we enjoyed drinking fresh coconut juice in the middle of the water of Madu River and we visited the cinnamon garden from where we could buy some fresh cinnamon products. On our sixth day, we enjoyed a full day at leisure and we proceeded to Colombo at the end of the day where we went on shopping tours the next day in the various malls of the city before proceeding to the airport for departure. Our trip was a memorable one and a once-in-a-lifetime experience. Hopefully more and more memorable moments will be experienced in the coming years!

Miss. Mona Melki



‘Can Capitalism Be Moral?’ poses Beirut business conference

“Business needs a moral compass,” asserted leading Lebanese businessman Antoine Frem, speaking at an international business conference in Beirut. “Can capitalism be moral?” was the question posed by the conference, co-hosted by Notre Dame University’s Faculties of Humanities and Business, Beirut, in partnership with the Islamic-Christian Forum for Businessmen (MA’AM) and Initiatives of Change (IofC) on 8-9 March.

‘It is better for you to fail with honour than to succeed with fraud,’ said Frem (pictured right with Joe Hatem and Mike Smith), Chairman of Indevco Management Resources, part of an international industrial conglomerate. ‘We need a Davos of values,’ he said, referring to the World Economic Forum that meets in Davos, Switzerland, each year.

The aim of the conference was to promote best practices among business leaders and entrepreneurs, and to encourage Lebanon’s participation in the UN Global Compact. It also aimed to revive the Swiss-based Caux Round Table group of business executives in Lebanon, which was represented by Minnesota-based businessman Robert MacGregor (left).

Some 80 business students and a similar number of media students took part, alongside the business men and women, bankers, journalists and broadcasters at the conference.

Dr Kamal Abouchedid, Dean of the Faculty of Humanities, and Dr Edward Alam, chairholder of the Benedict XVI Endowed Chair of Religious, Cultural and Philosophical Studies, welcomed the international participants. Dr Alam, Yussef Zgheib, Dean of the Business Faculty, Omar Sakr, business administration and economics lecturer, and Eugene Sensenig, Associate Professor of Political Science, organized and facilitated the whole event.

Professor Sofia Ghanimeh, assistant professor in the faculty of engineering, saw climate change as ‘the most pressing issue the world faces’, while Rabiha Osta, Area General Manager of Phoenix, a member company of the Indevco group, emphasized the progress that Lebanon was making towards renewable energy resources by 2020.

Michael Smith, Head of Business Programmes at Initiatives of Change UK, spoke about the 10 years of annual conferences on Trust and Integrity in the Global Economy (TIGE) held at the Initiatives of Change centre in Caux, Switzerland. He cites Adam Smith’s moral philosophy which urged a sense of conscience and mutual interest, and not just the ‘invisible hand of the market’ that the Scottish economist is most remembered for.



NDU NORTH LEBANON CAMPUS

Dean’s List Ceremony

Notre Dame University-Louaize, through its Mission, encourages its students to achieve academic excellence. One of the many means of encouragement and recognition is the Dean’s List of Excellence.

A ceremony was held on May 15, 2017, at 6:00 p.m., at the North Lebanon Campus (NLC) to honor all NLC’s outstanding students, including the FBAE ones, who were on the Dean’s Honor List. Proud parents were invited to attend this ceremony to support their children. Others present were the NDU-NLC Director Fr. Samir Ghosoub, Coordinators, and Deans of different Faculties from the NLC and the Main Campus, part-timers, and staff. Father Walid Moussa, president of NDU was the guest speaker. He stressed on how proud he was of all students and commended their hard work. He also confirmed that the next ceremony will be hosted in the auditorium, in the newly constructed physical facilities which will be inaugurated on May 31, 2017.

In between the awards ceremony, one of the NDU-NLC talented students performed on his piano a few Fayrouziet songs. Then, the event moved to the garden outside where everyone enjoyed a sumptuous buffet.

Dr. Dorine Haddad



NDU SHOUF CAMPUS

Student Wins BankMed Prize

The Faculty of Business Administration and Economics – Shouf Campus (FBAE-SC) student, Farah Al Sharif, won the 3rd prize in the BankMed Internship program. Farah was chosen among more than 100 students from universities all over Lebanon.

Farah received a BankMed Trophy, a Certificate of Excellence and an amount of \$1000, at the BankMed award distribution ceremony on Saturday, November 26, 2016. Farah’s biggest award was getting a full-time job with BankMed after graduation. FBAE-Shouf Campus, represented by Dr. Talie Kassamany, congratulated Farah on her accomplishments and expressed much pride in her excellence and commitment to her studies on campus and her internship work with BankMed. “The excellence of our students in the work field is a fine indication of the quality standard of education they are receiving at NDU,” commented Fr. Hanna Tayar, Director of NDU-Shouf Campus.

Sincere congratulations from NDU-Shouf Campus and FBAE-Shouf go to Farah! Well done Farah and onwards and forward to more achievements FBAE-Shouf Campus!

Dr. Talie Kassamany



NDU Shouf Campus Launches a MS in Business Strategy

The Notre Dame University-Shouf Campus’ Faculty of Business Administration and Economics (FBAE) launched, in cooperation with the Admissions Office, the Master of Science (MS) in Business Strategy, in a special event, on Friday July 15, 2016.

NDU faculty and students as well as bankers and company professionals from the neighboring regions attended the launch to become acquainted with the program and participate in a question-answer session that addresses their concerns.



In his welcome speech, Father Hanna Tayar, Director of NDU-SC emphasized that the launch of the MS in Business Strategy program is a bold step forward and a sign of belief in Lebanon’s emerging youth and their ability to change the face of the business world in Lebanon, the region and internationally. “We wanted to bring quality education closer to home because we believe in the potential of our on the field professionals and we sense their ambition” said Fr. Tayar. He noted that the thriving private sector in Lebanon stands in sharp contrast with a dysfunctional public sector. He hoped that the new program which targets graduates of all faculties would help educate the youth to benefit from Lebanon’s and the region’s business potential and improve both the private and public sectors through sound strategic thinking, value creation, innovation and decision making.

The floor was, then given to Dr. Talie Kassamany, Coordinator of the FBAE-SC, who mentioned that the reason behind offering this specialized Master Program was to cater the market’s need for specialized skills and the needs of business professionals at critical stages in their careers - from new graduates, early career professionals, budding entrepreneurs, to those taking the next step in leading organizations. Dr. Kassamany also noted that FBAE-SC prioritizes quality education through high quality teaching and research, integrity by cultivating ethical leadership, diversity by embracing unique ideas and strengthening connections, and continuity by emphasizing sustainability, from operations to education and research.

Guest speaker Dr. Micheal Bassous, Executive Leader, explained the importance of using Business Strategies in the commercial sector, non-government organizations, educational sectors, and the public sector. “Companies with a strong business strategy outperform other companies,” asserted Dr. Bassous. He added that this program focuses on three main business strategy aspects:

1. Governance by identifying and splitting the roles of governing bodies and managerial practices
2. Marketing through adopting and implementing a new marketing strategy; utilizing modern marketing communications and the art of brand management;
3. Entrepreneurship skills through creating new products or services for profit, social or public sectors.

Dr. Bassous concluded by stressing the “program’s unique ability to move organizations beyond the day-to-day challenges toward a desired destination- move from a “surviving” to a “thriving” organization.”

A detailed presentation about the program was given by Dr. Talie Kassamany and Ms. Maya Abou Khzam, Admission Officer at NDU-SC. The presentation addressed the need for the program, career outlook, distinctive offerings and admission requirements.

A question-answer session followed during which a number of bank branch managers and company professionals expressed their admiration for this initiative and its positive foreseeable impact on the business world in the region. The launch was followed by a celebratory toast.

Dr. Talie Kassamany



Student Wins 2nd Prize in Virtual Stock Exchange Competition

The Faculty of Business Administration and Economics – Shouf Campus (FBAE-SC) student, Ghiwa Al Ayash majoring in Banking and Finance won the 2nd prize (1500 USD) in the Virtual Stock Exchange (VSE) Competition sponsored by BLOMINVEST Bank. After a two-month period of professional trading, Ms. Al Ayash reached the top five places among the 100 student participants from NDU’s three campuses.

During the deliberation ceremony, on Monday February 20, 2017, Ms. Al Ayash presented her work in front of jury members composed of professionals in the investment field from BLOM Bank and expert academics. The jury, then, chose Ms. Al Ayash’s presentation as the 2nd best among the top five extremely competitive presentations. Ms. Al Ayash’s professionalism, excellent communication skills and knowledge impressed the attendees, who included members of the NDU administration, faculty and students.

Father Hanna Tayar, Director of NDU-SC and Dr. Talie Kassamany, FBAE-SC Coordinator congratulated Ghiwa on her accomplishment. “Our students are excelling both, in competitions and more importantly, in the job market. This is a source of pride for NDU as a whole and especially for NDU-Shouf Campus,” commented Fr. Tayar.

Sincere congratulations from NDU-Shouf Campus and FBAE-SC go to Ghiwa, Great Accomplishment! Looking forward to further achievements for FBAE-SC and the entire NDU!

Dr. Talie Kassamany



The Role of Municipalities and Local Authorities in Stimulating Economic Development

The Faculty of Business Administration and Economics (FBAE) at NDU-Shouf Campus organized an economic symposium with the presence of two distinguished guest speakers, Former Minister of Finance Dr. Damianos Kattar and Professor Elie Yachoui entitled "The Role of Municipalities and Local Authorities in Stimulating Economic Development" on Thursday, March 30, 2017. The forum was moderated by the Journalist Ms. Sana Daou 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 Hanna Tayar who sincerely welcomed the guest speakers and the attendees. Fr. Tayar stressed on the importance of working on effective initiatives aimed at reducing displacement of the residents in the villages. This requires municipal work to follow sound and achievable plans in order to enhance local development, by involving citizens in decision-making. Father Tayar added that "we in educational institutions should also collaborate with municipalities and local authorities through conducting researches and lectures that could assist them in consolidating a promising vision based on scientific foundations rather than on individual or populist initiatives." 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.

After the welcoming words, the discussion started by the Economist Dr. Yachoui who differentiated between three basic concepts: development, growth and expansion. He believed that placing the burden of economic development on municipalities is not fair because municipal work is limited to providing basic services to the residents, while development is primarily the responsibility of the central government. In the case of a failure of the central state,

then resorting to decentralization is advisable and giving greater powers to the municipalities through the activation of district councils while the central government focuses on the reform and execution of public policies.

On the other hand, the former Minister Dr. Damianos Kattar has considered that the local authority is an essential element in shaping the general policy and the role of the municipalities is important in development as they are close to their citizens. Dr. Kattar highlighted some of the problems faced by the municipalities due to the decline in their budgets as a result of difficulties in the collection process of fees. He placed some blame on the uniqueness of mayors' decisions and their influence on the success or failure of municipal councils. Dr. Kattar urged municipalities to develop programs and take actions based on what is provided and permitted by law and not on what is enforced by the programs of political parties. He concluded his valuable discussion by stressing on the importance of cooperation between NGOs and municipalities and advised municipalities to work towards some non-traditional sectors that can create jobs in the rural areas including the environment and technology sectors.

The second part of the seminar was devoted to the questions posed by journalists and heads of municipalities who focused on two main points: the negative impact of political interference in municipal work and the necessity of creating partnership projects with the private sector to make the municipal work a successful one and develop effective plans based on the needs and requirements of each region.

At the end of the seminar, Father Hanna Tayar expressed his gratitude to the guest speakers and the attendees for accepting the invitation and visiting the Shouf Campus. Father Tayar handed over the shields to the former Minister of Finance Dr. Damianos Kattar and Professor Elie Yachoui as well as to the journalist Mrs. Sana Daou as a symbol of appreciation and gratefulness, in addition to honoring each of the outstanding students in the Faculty of Business Administration and Economics Farah Al-Sharif and Ghiwa Al Ayash, who have won two awards through academic competitions among top universities in Lebanon.

Dr. Talie Kassamany



Negotiation Skills Seminar

The Faculty of Business Administration and Economics in collaboration with the Aie Club at NDU- Shouf Campus organized a seminar entitled "Let's Make a Deal: Effective Negotiation Skills" on Tuesday November 8, 2016. Guest speaker, Dr. Chadi Rahme an Assistant Professor in the Faculty of Humanities at NDU-Main Campus and certified personal trainer, held an interactive and valuable one hour session on negotiation skills.

Dr. Rahme explained the need for effective negotiation skills by going over the reasons and goals of negotiation at work and in daily life. He shed the light on the crucial negotiation strategies required to seal successful deals. He stressed on the importance of communication skills, both verbal and non-verbal, in all kind of negotiations. His presentation focused also on improving the ability and understanding the tools to deal with different types of people in order to respond properly to their negotiations. Dr. Rahme ended his presentation with useful tips for a peaceful negotiation.

Faculty and staff members as well as students from various faculties attended the seminar. All the attendees were active participants in a highly interactive atmosphere. At the end of the presentation, Dr. Rahme expressed his appreciation for being always invited to and warmly welcomed at NDU-SC.

Dr. Talie Kassamany



RFL Live Broadcast

In collaboration with the Faculty of Business Administration and Economics (FBAE) at Notre Dame University- Shouf Campus (NDU-SC), Radio Free Lebanon (RFL) broadcast its Hiwar Beirut program live from campus on May 19, 2016, moderated by journalist and presenter Rima Khaddaj Hamadeh, the program dealt with the topic of Corruption in the Public and Private Sectors.

Ms. Khaddaj Hamadeh first welcomed the guests and provided a brief history of the university. Fr. Hanna Tayar, Director of NDU-SC initiated the discussion with pertinent questions about corruption while asking guest speakers to probe possible solutions.

Guest speakers, Antoine Zahra, parliament member and member of the Lebanese Forces party, Dr. Elie Menassa, Dean of FBAE at NDU and Mr. Nasser Assrawi, Unit Director of Technical Cooperation at the Office of the

Administrative Development Minister, discussed the aspects and consequences of corruption.



MP Zahra enumerated the social consequences and economic cost of corruption stressing the need to limit it and highlighting the role of the Lebanese Forces party in fighting it. Despite the aggravated state of corruption in the country, MP Zahra insisted that eradicating it remains possible if coupled with an individual will and commitment to transparency and integrity.

Dr. Elie Menassa distinguished between corruption in the public sector and the private sector. He pointed out that the first refers to the misuse of entrusted power and authority of public officials in their daily interactions with citizens and includes bribery, clientelism and embezzlement whereas the second refers to scam and fraudulent acts and includes tax evasion and avoidance, collusion, money laundry, favoritism...

Mr. Nasser Assrawi, explained that the problem of corruption in Lebanon is multifaceted thereby making the path of reform cumbersome but not impossible. He emphasized that the main obstacle to reform in the public administration is not the absence of projects or expertise but rather the absence of collective will and the resistance of some groups in power for change.

The second part of the forum was devoted to the questions and comments of the audience. Journalists Mr. Walid Al Dahouk, Ms. Sanaa Daou, Mr. Salman Nasr and Mr. Bassam Daou, Lawyer Pierre Adwan, Dr. Wael Dbeissy, Mr. Ghazi Saab and NDU instructors and students participated in the discussion, asked valuable questions and expressed their opinions on the appropriate ways to initiate reform in the public realm.

Concluding the event, Mrs. Rima Khaddaj Hamadeh thanked the audience for their attendance and Dr. Talie Al Kassamany, the Coordinator of FBAE at NDU-Shouf Campus, as well as Father Hanna Tayar, Director of NDU-Shouf Campus.

The event was followed by a distribution of shields of honor as a gesture of appreciation from the university's administration to the guest speakers and Mrs. Khaddaj Hamadeh.

Dr. Talie Kassamany

The Walk of an Entrepreneur Seminar

In collaboration with the Shouf Entrepreneur, the Faculty of Business Administration and Economics at NDU-Shouf Campus, organized a seminar on the success and challenges of an Entrepreneur entitled "The Walk of an Entrepreneur: Behind Success and Beyond Obstacles" on Thursday October 13, 2016. The guest speaker, Mr. Omar Christidis, Founder and CEO at ArabNet, delivered an interactive and stimulating talk.



Mr. Christidis narrated inspiring success stories from the business world and shared his valuable entrepreneurial journey with the students. He gave them useful tips on how to start-up a business and to acquire the seed capital. He stressed the importance of the three Fs – Friends, Family and Fools – in pitching an entrepreneurial idea. In this regard, it is important for entrepreneurs to spend time cultivating their social network in order to find supportive people who would invest in their start-ups. Mr. Christidis also focused on the importance of overcoming obstacles by converting them into invaluable opportunities to grow in a creative manner.

Students and faculty members from various faculties and Shouf Entrepreneur members with Director Mr. Haitham Saab attended the seminar and enjoyed the stimulating talk. By the end of the presentation, Mr. Christidis expressed his gratitude and appreciation for having been invited to NDU-SC and for the positive feedback received from the attendees during and after the seminar. As a token of gratitude, NDU-SC awarded Mr. Omar Christidis an Appreciation Certificate from the Shouf Campus Administration.

Dr. Talie Kassamany

NDU Shouf Campus - Young Entrepreneur Showdown (YES) Competition

The Faculty of Business Administration and Economics-Shouf Campus in collaboration with the Admission Office organized the Young Entrepreneur Showdown (YES) NDU-SC Competition for schools from the Shouf and South Lebanon regions. The workshop took place on Friday March 3, 2017 at NDU-SC.

Participating students were taught how to come up with and pitch innovative ideas and how to develop a viable business plan. Students also learned other pertinent business topics dealing with the analysis of the industry, customers, and competitors besides developing a preliminary understanding of the marketing, operations and financial plans.

Upon the completion of the workshop, students were asked them to submit their business plans on April 11, 2017. The Mokhtara Official Secondary School team comprised of Houssam Nasrallah, Zena Wehbe and Maggi Abou Karroum won the first Prize, a 75% scholarship for their first semester at NDU.

FBAE and Admissions representatives visited the winning school and distributed the certificates to the three winners in the presence of their colleagues. The winners and the school's Principal expressed their deep gratitude for this initiative.

Dr. Talie Kassamany



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