AMERICAN UNIVERSITY OF BEIRUT REGIONAL EXTERNAL PROGRAMS

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REP CATALOGUE NOVEMBER 2009



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LETTER FROM THE PRESIDENT

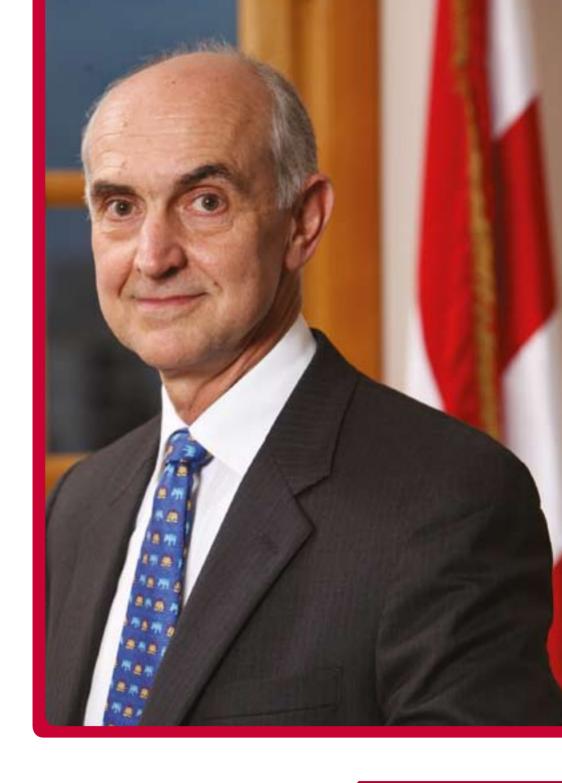
Since its founding in 1976, the Office of Regional External Programs (REP) has championed entrepreneurial ideas and initiatives. As the consulting arm of AUB, REP provides technical assistance in a wide range of areas for governments, international organizations, foundations, non-profit associations, businesses, and industry. REP has been a major player supporting AUB's mission to serve the peoples of the Middle East and beyond by delivering over 500 consulting and training projects in more than 15 countries throughout the Middle East.

REP's track record has made it a recognized and trusted leader in regional consulting services that competes with leading consulting firms and institutes of higher education from the Middle East, Europe, and the United States. Drawing on the resources of the University, REP is able to offer unparalleled technical expertise and professional resources to its clients. AUB consultants include national and international experts who are recognized for their knowledge, innovative research techniques, and insightful analyses. REP's work has been internationally recognized in the media.

I invite you to browse this catalogue in which you will find a wealth of information about REP initiatives and partnerships that I think you will find interesting – and may even find surprising. You may not know, for example, that REP is currently assisting in the establishment of institutions of higher education, training professional journalists, and educating health professionals. These are only some of the projects that have made REP a trusted name in consulting services for more than 30 years.

Haewar

Peter Dorman President



LETTER FROM THE VICE PRESIDENT

This is a significant period of expansion for the Office of Regional External Programs (REP). Our consulting and technical services now span 15 countries throughout the region with an average of over 50 projects managed per year. We are working with governments, institutions of higher education, medical centers, multinational corporations, and international organizations in an effort to elevate the standards of educational, medical, and business sectors throughout the Middle East and North Africa (MENA). The Office of REP has been involved over the past three decades in extending consulting services and/or assuming management roles for over 20 higher education initiatives within the region in countries including Bahrain, Oman, Qatar, Saudi Arabia, Sudan and UAE.

REP provides the American University of Beirut (AUB) with a unique ability to offer consulting services through a pool of over 1000 consultants; a service that distinguishes AUB from other outstanding educational institutions in the region. We utilize the entire scope of expertise available at AUB to provide the highest level of consulting and technical services to all our clients. Thanks to our strong commitment to provide the highest level of service, we have adopted international evaluation standards using key performance indicators to ensure that our strategy is moving in the right direction. As a result, we have excelled at providing professional consulting services throughout the region and are setting the pace for future endeavors.

We look forward to exploring new territories and venues of cooperation while continuing to offer outstanding performance and dedicated services. We promise to plan strategically, work diligently, and execute efficiently and conscientiously to help our clients overcome all their challenges with confidence. With this report, we invite you to learn more about our people, projects, and strategies that can help make REP your partner in all consulting and technical service needs.



Hassan B. DiabVice President for Regional External Programs



ABOUT REP

Since 1976, REP has delivered practical, measurable results to both private and public sector organizations in Lebanon and the region. Drawing on the resources of the American University of Beirut allows REP to offer the highest concentration of technical expertise and professional resources in the region.

REP provides consulting and technical assistance on a wide range of issues in agriculture/food sciences, arts/sciences, business, education, engineering/architecture, journalism, management consulting, and medical/health sciences. It conducts business across the region with over 22 current project sites in 15 countries which makes it an unbeatable resource for understanding and meeting difficult challenges in the Middle East and North Africa.

REP houses the Continuing Education Center which offers non-credit courses and certificates, as well as workshops in a wide variety of areas, catering to the personal and professional needs of people of all educational and professional levels.

REP also manages the Journalism Training Program (JTP) which provides journalists from the Gulf to North Africa with year-round courses in various topics including basic news reporting and writing, editing, investigative journalism, elections coverage, and newsroom management.

> Mission of REP

To provide the Middle East and North Africa with world class professional services covering the entire scope of expertise available at the American University of Beirut while reflecting AUB core values and commitment to Service Excellence.

> VISION OF REP

To establish AUB as the premier provider of consulting, training and related professional services in all areas of specialization offered by our six faculties in the broader region between Europe and South Asia.



SCOPE OF WORK

> CONSULTING AND TECHNICAL ASSISTANCE

Drawing on AUB's six faculties, REP applies its expertise in consulting and technical assistance to a wide variety of problems in the public and private sectors. In Lebanon, REP has helped shape many important and complex public programs, including environmentally appropriate rural technologies, administrative reform in the public sector, integrated computer technology in schools, and water quality monitoring.

REP is also an acknowledged leader in providing technical assistance to facilitate policy reforms throughout the region. It has extensive experience in advising countries on economic growth and the development of educational systems. REP has taken the lead in providing consulting and technical services to start major

educational institutions in the region, and recently it has raised its involvement in regional higher education projects to a level not seen in over a decade. Its partners included institutions in six different countries including a proposed University of Medical and Allied Health Sciences (Jeddah, KSA); Ahfad University for Women (Khartoum, Sudan); Al-Faisal University (Riyadh, KSA); Dhofar University (Salalah, Oman); Fahed Bin Sultan University (Tabuk, KSA); Mohammed Al Mana' College of Health Sciences (Al-Khobar, KSA); Qatar University (Doha, Qatar); University City (Damascus, Syria); and University College of Bahrain (Manama, Bahrain).

REP is also a leading consultant in medicine with major projects for the Ministry of Health in Iraq, the Ministry of Health in the West Bank, the Syrian Cancer Society in Damascus, Al Manaa College of Health Sciences in KSA, the Lebanese

Ministry of Public Health. REP is also consulting for a specialized spinal surgery hospital in Kuwait, and developing a business plan for a university of medical and allied health sciences in Jeddah.

Additionally, REP partners with major international development organizations to help regional governments improve service delivery and implement sustainable market-based reforms. REP has working relationships with the U.S. Agency for International Development, the United Nations, the World Health Organization, the Hariri Foundation, the Save the Children Federation, the International Bank for Reconstruction & Development, the Arab Fund for Economic and Social Development, UNESCO, UNICEF, the Embassy of Netherlands, the United Nations Population Fund, and AMIDEAST.

> TRIANGULATION INITIATIVES

REP explores collaborative initiatives between AUB and other organizations to deliver CEC programs such as workshops and training to third parties. Such ventures result in designing products that draw on areas of strength of both institutions and delivering products in many areas within the Middle East and North Africa region. The new triangulation efforts included a partnership with Progress Management Consultants to provide training to organizations in Saudi Arabia. The next venture was with the Lebanese Ministry of Public Health to deliver the workshop on Tobacco Policy Capacity Building for NGOs. New partnerships have been forged with the American University in Cairo and the Maxwell School for Citizenship at Syracuse University in New York.





OUR CLIENTS

REP works with leading clients in the public and private sectors from the Middle East and North Africa (MENA) region and the United States of America. It also works with many non-governmental and international organizations that develop projects for countries in the MENA region. Below is a list of REP clients for consulting to date:

- Aba Husayn Water & Agriculture Consulting Office Riyadh, KSA
- Abu Dhabi Marine Operating Company Abu Dhabi, UAE
- Abela Group Beirut, Lebanon
- Ahfad University for Women Omdurman, Sudan
- Ajialuna Beirut, Lebanon
- Albert Abela Corporation Beirut, Lebanon
- Algorithm Beirut, Lebanon
- Al Maharat International School Jeddah, KSA
- Al Mana' General Hospitals Al Khobar, KSA
- Al Manar Modern School Qibbay, Lebanon
- Al-Nibras Management Consultancy Dubai, UAE
- Alpha Dairy Plant Riyadh, KSA
- Al Qalaa High School Sidon, Lebanon
- Al Rashed Company Riyadh, KSA
- Amel Association Beirut, Lebanon
- America-MidEast Educational & Training Services Beirut, Lebanon
- American University in Cairo Cairo, Egypt
- American University of Sharjah Sharjah, UAE
- Amman Baccalaureate School Amman, Jordan
- Arab Air Carrier Organization Amman, Jordan
- Arab Fund for Economic and Social Development Shuwaikh, Kuwait
- Arab Supply & Trading Corporation Tabuk, KSA
- Aramex Amman, Jordan
- Associazione Volontari per il Servio Internazionale Beirut, Lebanon
- Azm & Saade Association Tripoli, Lebanon
- Bahrain Petroleum Corporation Awali, Bahrain
- BBNT Solutions Cambridge, MA, USA
- Biologix FZ Co. Beirut, Lebanon
- Caltex Al- Khaliji Dubai, UAE
- Cambridge Institute for Private Training Safat, Kuwait
- Camp Dresser and Mckee Inc Boston, MA, USA
- Cambridge Institute for Private Training Safat, Kuwait
- Caritas Sweden Beirut, Lebanon

- Carnegie Corporation of New York New York, USA
- Catholic Relief Services Beirut, Lebanon
- Center for Development Communication, Inc. Washington, D.C., USA
- Center for Educational Research & Development Beirut, Lebanon
- Children Interactive Community Beirut, Lebanon
- CHF International Silver Spring, MD, USA
- Citibank Beirut, Lebanon
- Civil Service Bureau Doha, Qatar
- Civil Service Bureau Manama, Bahrain
- Comitato Internazionale per lo Sviluppo dei Popoli Beirut, Lebanon
- Consumers Lebanon Beirut, Lebanon
- · Council for Development & Reconstruction Beirut, Lebanon
- Cultural and Educational Orthodox Society Amman, Jordan
- Dar Al Handassah Beirut, Lebanon
- Dar Jana Group Riyadh & Jeddah, KSA
- Deloitte and Touche, Middle East Beirut, Lebanon
- Development Alternatives Inc. Bethesda, MD, USA
- Dhofar University Salalah, Oman
- Dhofar University Corporation Salalah, Oman
- Dhofar University Commission Muscat, Oman
- Droguerie de L'Union Beirut, Lebanon
- Eastwood College Mansourieh, Lebanon
- Economic Development Institute of the World Bank Washington, D.C., USA
- Education Development Center Newton, MA, USA
- Educational Center for Research & Development Beirut, Lebanon
- Electricite Du Liban Beirut, Lebanon
- Envirotech Beirut, Lebanon
- Equal Access International San Francisco, CA, USA
- F.A.Kettaneh Ets. s.a Beirut, Lebanon
- Federal Ministry of Health Abu Dhabi, UAE
- Feedwater Ltd Wirral, UK
- Food and Agriculture Organization of the United Nations Cairo, Egypt
- Forte Business Consult Salmiya, Kuwait

- GHQ Jordan Armed Forces Amman, Jordan
- Gulf Capital Abu Dhabi, UAE
- Gulf International Bank Manama, Bahrain
- Gulf Investment Corporation Safat, Kuwait
- Gulf Polytechnic Issa Town, Bahrain
- Haradth Agriculture & Animal Production Company Riyadh, KSA
- Hariri Foundation Beirut, Lebanon
- Hariri Foundation Sidon, Lebanon
- Hariri Group Beirut, Lebanon
- Hariri School II Beirut, Lebanon
- Healthlink Worldwide London, UK
- Heinrich Böll Stiftung Beirut, Lebanon
- Hikma Pharmaceuticals Amman, Jordan
- HRH the Ruler of Sharjah Sharjah, UAE
- INMA Foundation Beirut, Lebanon
- Institute for Banking Studies Safat, Kuwait
- International Chamber of Commerce Beirut, Lebanon
- International Foundation for Election Systems Washington, D.C., USA
- International Fund for Agricultural Development Rome, Italy
- International Medical Corps. Baghdad, Iraq
- International Medical Corps. Beirut, Lebanon
- International Research & Exchange Board Washington, D.C., USA
- Islamic Charitable Association & Indigent Relief Tripoli, Lebanon
- Jabal Amel Women Association Kfarhatta, Lebanon
- Jeddah Training Center Jeddah, KSA
- Johns Hopkins University Baltimore, MD, USA
- Jordon Media Institute Amman, Jordan
- Jouzy & Partners Consulting Engineering Bureau Beirut, Lebanon
- Kenzay Training L.L.C. Abu Dhabi, UAE
- King Faisal Specialist Hospital & Research Center Jeddah, KSA
- Kingdom Holdings Riyadh, KSA
- Kingdom Schools Rivadh, KSA
- Knowledge Village Dubai, UAE

- Kulliyat Al Tarbiya Wal Ta'lim al Islamia Tripoli, Lebanon
- Kuwait Fund for Arab Economic Development Safat, Kuwait
- Kuwait Society for the Advancement of Arab Children Safat, Kuwait
- Labib Medical Center Sidon, Lebanon
- Lebanese Association for Promotion of Allied Health Services Beirut, Lebanon
- Lebanese Association for the Development of Private Funding for Culture Beirut, Lebanon
- Lebanese Family Planning Association Beirut, Lebanon
- Lebanese Red Cross Beirut, Lebanon
- Lebanese University Beirut, Lebanon
- Makassed Philanthropic Islamic Association in Beirut Beirut, Lebanon
- Makhzoumi Foundation Beirut, Lebanon
- Marie Stopes International Beirut, Lebanon
- Medical Welfare Trust Fund Chicago, IL, USA
- Mediterranean Environmental Technical Assistance Program Cairo, Egypt
- Mercy Corps International Portland, OR, USA
- Middle East Airlines Beirut, Lebanon
- Ministry of Agriculture and Water Riyadh, KSA
- Ministry of Agriculture & Fisheries Dubai, UAE
- Ministry of Economy & Trade Beirut, Lebanon
- Ministry of Education Manama, Bahrain
- Ministry of Environment Beirut, Lebanon
- Ministry of Health Manama, Bahrain
- Ministry of Health Dubai, UAE
- Ministry of Health Baghdad, Iraq
- Ministry of Public Health Beirut, Lebanon
- Ministry of Labor and Social Affairs Manama, Bahrain
- Ministry of Presidential Affairs Abu Dhabi, UAE
- Ministry of Public Health Doha, Qatar
- Ministry of Social Affairs Beirut, Lebanon
- Modern Educational Systems Amman, Jordan
- Movimondo Molisv Beirut, Lebanon
- National Bank of Kuwait City of Kuwait, Kuwait
- National Institution of Social and Vocational Training Beirut, Lebanon

- National Instruments Corporation Austin, Texas, USA
- Nesma Holding Company Ltd. Jeddah, KSA
- North Lebanon College Zgharta, Lebanon
- Ohio University Athens, Ohio, USA
- Organization of the Petroleum Exporting Countries Fund Shwaikh, Kuwait
- Prince Fahad Bin Sultan University Tabuk, KSA
- Progress Management Consultants Dubai, UAE
- Project Management Systems Engineering Dubai, UAE
- Qatar General Petroleum Corporation Doha, Qatar
- Qatar University Doha, Qatar
- Rachid Karami International Fair Tripoli, Lebanon
- Royal Jordanian Airlines Amman, Jordan
- Rockefeller Brothers Fund New York, USA
- Safwan Trading and Contracting Shuwaikh, Kuwait
- Saint Louis University St. Louis, MO, USA
- Sarah Al Fadl Bryn Mawr, PA, USA
- Saudi Agricultural Development Co. Riyadh, KSA
- Saudi Institute for Health Services Jeddah, KSA
- Saudi Medical Services Riyadh, KSA
- Saudi Roads & Building Establishments Riyadh, KSA
- Saudi Tumpane Company Beirut, Lebanon
- Save the Children Federation, Inc. Beirut, Lebanon
- St. Antonios School Zgharta, Lebanon
- St. Georges Hospital Beirut, Lebanon
- Society of Lebanon the Giver Aley, Lebanon
- Societe Immobilliere de Presse Beirut, Lebanon
- Solidere Beirut, Lebanon
- Sukkar Engineering Company Riyadh, KSA
- Supreme Council for Family Affairs Doha, Qatar
- Syrian Cancer Society Damascus, Syria
- Syrian Consulting Bureau Damascus, Syria
- Syrian Young Entrepreneurs Association Damascus, Syria
- Tamer Frères Beirut, Lebanon

- Team International Beirut, Lebanon
- Technology Services & Training Co. Kuwait City, Kuwait
- The Embassy of the Netherlands in Beirut Beirut, Lebanon
- The Italian Embassy Beirut, Lebanon
- The National Agricultural Development Company Riyadh, KSA
- Umm Al-Qura University Makka, KSA
- Union of Arab Banks Beirut, Lebanon
- United Arab Emirates University Al Ain, UAE
- United Municipalities of Upper Metn Region Hammana, Lebanon
- United Nations Center for International Crime Prevention Beirut, Lebanon
- United Nations Children's Fund Beirut, Lebanon
- United Nations Development Program Beirut, Lebanon
- United Nations Economic and Social Commission for Western Asia Beirut, Lebanon
- United Nations Economic and Social Commission for Western Asia Cairo, Egypt
- United Nations Educational, Scientific, and Cultural Organization Beirut, Lebanon
- United Nations Population Fund Beirut, Lebanon
- United Nations Relief & Works Agency Beirut, Lebanon
- United States Agency for International Development Beirut, Lebanon
- United States Department of Agriculture Washington, D.C., USA
- United States Information Agency Washington, D.C., USA
- University College of Bahrain Manama, Bahrain
- University of Bahrain Sakhir, Bahrain
- University of Jordan Amman, Jordan
- University of Sharjah Sharjah, UAE
- Wedge Real Estate Jounieh, Lebanon
- Welfare Association Beirut, Lebanon
- Whittaker Company Beirut, Lebanon
- William & Flora Hewlett Foundation Menlo Park, CA, USA
- Wilson Cook Medical inc. Beirut, Lebanon
- World Bank Washington D.C., USA
- World Bank Institute
 Washington, D.C., USA
- World Education Boston, MA, USA
- World Food Program Rome, Italy

- World Health Organization Beirut, Lebanon
- Yemen Computer Company Sanaa, Yemen
- Zakum Development Company Abu Dhabi, UAE



REP CONSULTING AND TECHNICAL ASSISTANCE SERVICES

REP is a recognized leader in international consulting and technical assistance. It relies on its single most valuable resource which is AUB's faculty and staff, who serve as consultants, workshop leaders, secondees, and quality assurance implementers for various projects and training programs. AUB teams from various faculties work together to provide clients with the most comprehensive services possible; they strengthen health systems and government ministries, expand economic opportunity for rural populations, and support educational enhancement and reform. The AUB consultants include national and international experts who are recognized for their knowledge, innovative research techniques, insightful analyses, and timely recommendations.

REP consulting and technical assistance services cover the following areas: Agricultural and Food Sciences, Architecture and Engineering, Arts and Sciences, Business Management, Secondary / Higher Education, Professional Journalism, Management Consulting, Medical and Health Sciences, and Nursing.

> AGRICULTURAL AND FOOD SCIENCE

- Technical assistance to colleges of agriculture at regional universities involving curriculum design and implementation, quality control and monitoring, and training courses/workshops
- Expert consulting in agricultural economics, animal sciences, plant sciences, integrated pest management, landscape design and management, soil science, irrigation, genetic resources, sustainable crop production and organic farming
- Expert consulting services in food quality and safety, nutrition and dietetics, and related sciences
- Intensive workshops for health workers in diet therapy
- Services to catering firms and food processing organizations
- Technical assistance to ministries of agriculture, environment and health
- Analytical services for soils, plants, feeds, and food samples



> ARCHITECTURE AND ENGINEERING

- Architectural Design Projects
- Graphic Design Projects and Art Related Workshops
- Urban Planning and Urban Design Projects
- Engineering Colleges Curricular Support, Review and Development
- Implementation and Monitoring of New Engineering Programs
- Computer Hardware and Software Consulting Services
- Networking Consulting Services
- Energy Systems Consulting
- Engineering Professional Development Workshops
- Industrial Engineering Consulting Services
- Incubator and Start up Assistance Services
- Structural Design Projects
- Analysis and Design of Foundation Systems
- Transportation Systems and Traffic Analysis
- Environmental Engineering and Water Resources
- Materials Testing Services
- Refrigeration and Air Conditioning Consulting Services
- Continuing Engineering Education Services

> ARTS AND SCIENCES

- Science Lab Specifications and Operating Services
- Economic Policy Analysis Services
- Public Management Workshops
- Software Development Services
- English Language Training Courses
- Middle East Area Seminars
- Museum and Heritage Management
- Fine and Performing Arts Programs



> Business Management

- Technical Assistance in Developing Business Schools
- Middle Management Program
- Executive Management Program
- Financial Management Workshops
- Marketing Management Workshops
- Human Resource Management Workshops
- Strategic Management and Planning Workshops
- Customized Workshops

> SECONDARY / HIGHER EDUCATION

- Co-Curricular Program Development
- Curriculum Development for Various Faculties and Programs
- New Program Implementation and Monitoring
- Faculty Recruitment Criteria and Support Services
- Governance and Management Infrastructure
- Systems and Procedures Development
- Information Technology Services
- Higher Education Systems
- English as Foreign Language including Intensive Language, Writing and Rhetoric
- Program Design for Teaching Arabic as Foreign Language
- Assessment and Evaluation in Various Subject Areas
- Special Education Services

JOURNALISM

- Workshops in news Writing, Reporting, Investigative Journalism, Media Ethics,
 Citizen Journalism, Online Journalism and Newsroom Management
- Training in Media Literacy
- Training in Corporate Communications/Media Crisis Management
- Consulting in Journalism Education and Curricula



> MANAGEMENT CONSULTING

- Feasibility Studies
- Strategic Planning
- Corporate Strategic Audits
- Strategic Leadership Workshops
- Management Learning Workshops
- Performance Appraisal and Productivity Workshops
- Change Management Workshops
- Company Valuation and Restructuring Programs
- Self-Assessment Workshop
- Benchmarking and Best Practices Workshops

> MEDICAL AND HEALTH SCIENCES

- Health Surveillance and Monitoring Programs
- Health Systems Planning
- Health Information Systems Development
- Maternal and Child Health Surveys
- Primary Health Care Studies
- Primary Health Care Studies
- Focused Training For Specialized Doctors (Oncology, Radiology, etc.)
- Operational Research Surveys
- School Health Programs
- Training Programs for Doctors, Nurses and Health Professionals
- Education Programs and Basic Medical Sciences Topics
- Management Assistance to Ministries of Health
- Establishment of Colleges of Health Sciences and Schools of Medicine

> Nursing

- Continuing Medical Education Programs
- Technical Medical Assistance to General and Specialized Hospitals
- Tertiary Care Services
- Occupational and Environmental Health Programs and Surveys
- Women's Health Programs
- Urban Health Studies



PROJECT HIGHLIGHTS

> DHOFAR UNIVERSITY (DU), DHOFAR PROVINCE, SULTANATE OF OMAN Since September 2003, Dhofar University (DU) has embarked on a partnership with Regional External Programs through a multi-year consulting and technical assistance contract. DU is the first liberal arts, American-style institution of higher learning in the Sultanate of Oman. As part of the agreement, REP consults on all aspects of university administration, curriculum development, and strategic planning. Moreover, REP provides technical assistance by seconding AUB faculty and staff to assume leadership positions at DU during the initial stages of the university's development.

REP has already made significant achievements in the progress of DU. AUB personnel were seconded through REP to DU to take on positions of leadership including presidents and deanships. This has led to DU becoming the first private university in the Sultanate of Oman to apply for the initial phase of institutional accreditation through the Omani Accreditation Council (OAC).



Moreover, REP has formulated and executed a detailed recruiting campaign to attract the most talented faculty members. This campaign resulted in the majority of faculty at DU being PhD holders. Dhofar University has become the first private institution of higher learning in the Sultanate that requires a minimum of a master degree from applicants for teaching positions. Moreover, the previous practice of open admission was converted to one based on entrance exams in English, Arabic, IT, and Mathematics. REP consultants have created and administered all entrance examinations and formed a Quality Assurance Unit to handle all the issues pertaining to quality assurance in the academic and non-academic units of the University.

Dhofar University is on the cutting edge of Omani education. It is the first private university in the Sultanate to receive accreditation as an International Computer Driving License (ICDL) training and testing center. It developed the first Continuing Education Center (CEC) to reach out to the community with specialized lectures, seminars and workshops for the DU community and the public at large.

REP is working to accelerate the personal and professional development of the staff at DU by organizing intensive courses, training programs and visits to the American University of Beirut. Workshops for DU employees conducted by the AUB teams include "Assessment and Evaluation in English Language and Literature Teaching," "Special English Language Program for Dhofar University Non-Academic Staff," "Special IT Program for Dhofar University Non-Academic Staff," and "Special Management Program for Dhofar University Administrators."

The REP/DU relationship has resulted in a more talented and motivated student pool than in the past. Prior to REP activities at DU, only a handful of students admitted and considered the best had a general secondary school average (GSSA) in the 70s. However, since AUB's involvement approximately a quarter of admitted students have a GSSA equal to or above 80%.

> FAHAD BIN SULTAN UNIVERSITY (FBSU), TABUK, KINGDOM OF SAUDI ARABIA

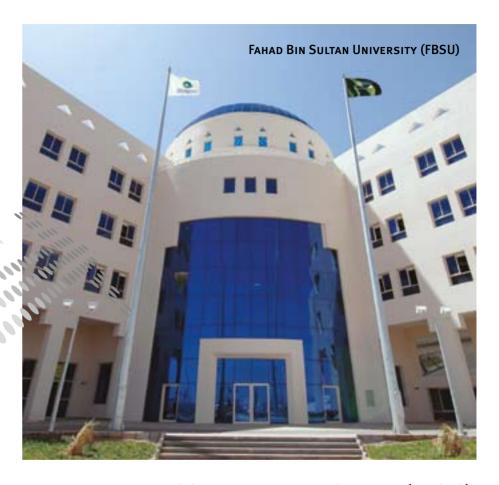
In March 2007, AUB's Regional External Programs Office entered into a multi-year agreement with the Fahad Bin Sultan University (FBSU) in Tabuk, Kingdom of Saudi Arabia. FBSU is the first English-speaking private institution of higher education in Northern Saudi Arabia and serves as an example for similar projects in the Kingdom. REP is actively consulting on all aspects of university administration, curriculum development, and strategic planning.

REP revamped the entire existing academic infrastructure to ensure academic excellence in all fields of study offered at FBSU.

This enables students to explore their capabilities and take best advantage of the educational opportunities offered at FBSU in order to develop to their full intellectual potential.

With the new focus on academic excellence, FBSU will produce morally responsible individuals who are highly competent in their fields of specialization and well prepared to succeed in life.

Finally, REP designed curricula for FBSU's College of Business, College of Engineering, and College of Computing. The first class of students, studying under FBSU's new Foundation Year Program (designed by AUB in 2006-07), were welcomed to FBSU in the Fall of 2007. A new academic and administrative policies and procedures document was designed for FBSU and will serve as the foundation for FBSU's academic and administrative actions. Finally, the first FBSU class of graduates were awarded their diplomas in June 2009 in a ceremony attended by Prince Fahed Bin Sultan.



> MOHAMMAD AL MANA' COLLEGE OF HEALTH SCIENCES (MACHS), KHOBAR, KINGDOM OF SAUDI ARABIA

The Mohammed Al Mana' College of Health Sciences (MACHS) is the first private college of health sciences in Saudi Arabia. REP consultants have designed curricula for the departments of Nursing, Pharmacy, and Medical Laboratory Technologies. In addition, AUB library consultants implemented an electronic library at MACHS to expand resources available to its students. Simultaneously training on effective teaching and educational leadership has been conducted to empower MACHS instructors.

> EMERGENCY HEALTH REHABILITATION PROJECT (EHRP), BEIRUT, LEBANON

The American University of Beirut (AUB) was selected by the Iraqi Ministry of Health (MoH) to provide specialized technical training in emergency medical services and life support programs for 60 hospital-based nurses and paramedics working in emergency departments of general public hospitals throughout Iraq.

The American University of Beirut Medical Center (AUBMC) offered the Emergency Health Rehabilitation Project (EHRP) which was funded by the International Development Association (IDA), a division of the World Bank.

This project was part of the Iraqi MoH's commitment to rehabilitate Iraq's deteriorated emergency medical services. As such, the goals of the project were to:

- Improve emergency medical services in Iraq and advance emergency medical technician (EMT) human resources;
- Provide technical training to 60 hospital-based nurses and paramedics through clinical attachment and knowledge updating in Emergency Medical Services (EMS);
- Allow for a conducive, structured, and state-of-the-art environment for trainees to become EMS certified trainers and instructors for local nurses and paramedics.

To reach these goals, AUBMC doctors and nurses conducted technical training in the following areas:

- 1. Module I: Basic Trauma Life Support (BTLS)
- 2. Module II: Advanced Care Trauma for Nurses (ACTN)
- **3.** Module III: Training of Trainers (ToT)
- 4. Module IV: Major Incident Medical Management Support (MIMMS)

Upon completion of the courses all trainees received an official certificate of completion from the American University of Beirut's Continuing Education Center (CEC).



> ADVANCEMENTS IN HOSPITAL MANAGEMENT PROGRAM (AHMP), BEIRUT, LEBANON

AUB implemented a project with the Medical Welfare Trust Fund in the United States to provide technical assistance and training regarding the health care needs of the West Bank's population. AUBMC offered the Advancement in Hospital Management Program (AHMP) to officials from the West Bank's Ministry of Health and leading hospital administrators. The Medical Welfare Trust Fund conducted an assessment of critical health care needs in the West Bank with an emphasis on human resource requirements and the professional medical training needed to improve health care delivery. The training programs provided by AUB addressed the findings of the assessment and allowed for continuing medical education and related health care training.

AUB faculty and AUBMC staff conducted technical training in the following areas:

- Current Practices in Health Care Organizations
- Strategic Planning and Management in Health Care Organizations
- Human Resource Management in Health Care Organizations
- Cost Effective Performance Improvement
- Accreditation and Quality

> IRAQ RADIATION ONCOLOGY REHABILITATION PROGRAM, BAGH-DAD, IRAQ

REP cooperated with the International Medical Corps (IMC) in Baghdad, Iraq, to provide advanced training in radiation oncology using an integrated team approach for service delivery. The Iraqi Radiation Oncology Rehabilitation Program (IROR) provided hands on practical training for radiation oncologists, medical physicists/dosimetrists, and radiotherapists on the use of linear accelerator technology and modern treatment planning systems in radiation oncology.

This training program contributed to a national program carried out for the Iraqi Ministry of Health (MOH).



Training consisted of three components: a) Academic Lectures were delivered by AUB Medical Center specialists and attended by all participants; b) Practical Training were given by AUBMC physicians, physicists, and therapists to their participant counterparts; and c) medical conferences designed to synthesize the material gained through the academic lectures and practical training.

> JEDDAH UNIVERSITY OF MEDICAL AND ALLIED HEALTH SCIENCES, JEDDAH, KINGDOM OF SAUDI ARABIA

In June 2008 REP officials met with His Royal Highness Prince Khaled Al-Faisal Bin Abdul Aziz, Governor of the Mecca Province in the Kingdom of Saudi Arabia, to finalize arrangements for REP to develop a business plan for a university of medical and allied health sciences and a university hospital in Jeddah, Kingdom of Saudi Arabia. HRH Prince Khaled discussed the Kingdom's national development plan indicating the need for augmenting the quantity and quality of health care educational institutions in the Kingdom.

A business plan for the Jeddah University of Medical and Allied Health Sciences (JUMAHS) and University Hospital was submitted. The proposed business plan is for a college of medicine with a teaching hospital, a college of pharmacy, a college of nursing, and a college of public health to address the Kingdom's national development plan.

CURRENT PROJECTS

REP is currently implementing projects - training programs, seminars and workshops, and consulting services - in Bahrain, Cyprus, Egypt, Jordan, Iraq, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Sudan, Syria, United Arab Emirates, West Bank and Yemen. The areas of specialization are mainly medical and health sciences, continuing education, agriculture and food sciences, higher education, and business and management; and the duration of the projects varies from a few months up to 7 years depending on each project's scope and requirements.



SELECTED PROJECTS BY AREA OF SPECIALIZATION:

BUSINESS AND MANAGEMENT

Project Name	CLIENT	Location
Executive Education Program	Aramex	Jordan
Management Education Program	Gulf Investment Corporation	Kuwait
Strategic Executive Thinking, Planning & Implementation Seminar	ADMA-OPCO	UAE
Executive Education Program	National Bank of Kuwait	Kuwait
Customized Executive Education Program	Nissan Gulf FZCO	UAE

CONTINUING EDUCATION

Project Name	CLIENT	Location
Professional Journalists Training Program	Sarah Al Fadl	Lebanon
Executive Education Workshops for Gulf Medical Co.	Dar Jana Group	Saudi Arabia
Strategic Executive Leadership Seminar	Syrian Entrepre- neurs Association	Syria
Investigative Journalism	Equal Access	Yemen
Elections Coverage Journalism	International Foundation for Election Systems	Lebanon
Media Management Training	International Research and Exchange Board	Lebanon
Continuing Medical Education Workshops	International Medical Corps	Lebanon
Citizen/Online Journalism	I Heinrich Boll Stiftung	Lebanon

Executive Education	Forte Business	Kuwait
Executive Education	Consult	Kuwait
Provision of Executive Education and Training Services	ASTRA	Saudi Arabia
Radiation Oncology Training	International Medical Corps	Iraq
Geriatric Nursing Workshop	Ministry of Health	Cyprus
Professional Development Workshops	Umm Al Qura University	Saudi Arabia
Workshop on Media Literacy	Supreme Council For Family Affairs	Qatar
Consulting on Curriculum Development For Professional Journalists	Jordan Media Institute	Jordan
Baseline Study on the Media's Coverage of The Lebanese Parliament	Westminster Foundation For Democracy	Lebanon

EDUCATION

Project Name	CLIENT	LOCATION
Programs and Activities Design	Children Interac- tive Community	Lebanon
Technical Assistance to Al Nibras International School	Al Nibras Manage- ment Consultancy	UAE
Academic Consulting	Azm & Saade Association	Lebanon
Pilot Cadet Recruitment Testing Project	Middle East Airlines	Lebanon

HIGHER EDUCATION

Project Name	CLIENT	Location
Technical Assistance - Phase 3	University College of Bahrain	Bahrain
Academic Consulting	University College of Bahrain	Bahrain
Fahad Bin Sultan University Technical	Fahad Bin Sultan	Kingdom of
Support & Assistance	University	Saudi Arabia
Mohammad Al Manaa College of Health	Al Manaa General	Kingdom of
Sciences Academic Consulting	Hospitals	Saudi Arabia
Dhofar University Management	Dhofar University	Sultanate of
		Oman
Academic Consulting	Qatar University	Qatar
Technical Assistance	Ahfad University	Sudan
	for Women	
Continuing Education Cooperation	American Univer-	Egypt
	sity in Cairo	
Technical Assistance	Ahfad University	Sudan
	for Women	

MEDICAL AND HEALTH SCIENCES

Project Name	CLIENT	Location
Development of a Directory of Health Promotion Materials on AIDS	Healthlink World- wide	Lebanon
Training of Management & Quality of Care in PHC Centers	Italian Embassy	Lebanon
Health Care Assistance	Medical Welfare Trust Fund	
Training of NGOs on Health Education Techniques	Welfare Associa- tion	

Development & Implementation of a Monitoring and Evaluation System for he Y-PEER Network	UNFPA	Lebanon
Technical Assistance	Safwan Trading & Contracting Co.	Kuwait
Technical Assistance	Nesma Holding Company	Saudi Arabia
Training Services for Nurses and Paramedics	Ministry of Health	Iraq
Leadership in Healthcare	Ministry of Health	UAE
Tobacco Control Policy Capacity Building For NGOs	Ministry of Public Health	Lebanon
National Behavioral Change Communication Strategy + Multi-Year Plan of Action	UNICEF	Lebanon
Situation Analysis of The Education Sector Response to HIV and AIDS in The Arab Region	UNESCO	Lebanon
HIV Integration in Health Systems	World Health Organization	Egypt
A Situation Analysis of Health Education Activities in Egypt	World Health Organization	Egypt
Review of Health Education Activities in EMRO Countries	WHO-EMRO	Egypt





LETTER FROM THE PRESIDENT

The American University of Beirut's Continuing Education Center (CEC), under the leadership of the Office of Regional External Programs (REP), provides a broad selection of inter-faculty and multidisciplinary programs. CEC's programs are designed to meet the lifelong educational and training needs of adult learners at all educational and professional levels. Harnessing the expertise of AUB's six faculties, CEC offers non-credit courses and programs that can lead to professional certificates and diplomas in many areas particularly related to business, information technology, education, and languages.

CEC plays an important role in AUB's commitment to serve the local and regional community. Every year, hundreds of students from diverse backgrounds enroll in its professional training programs. CEC also organizes training workshops and certificate programs in the region.

CEC is constantly revising its course offerings and developing new initiatives to meet the ever-changing demands of the professional workforce. I invite you to review this catalogue and find out how CEC can help you reach your personal and professional goals.

Haewar

Peter Dorman President

LETTER FROM THE VICE PRESIDENT

Welcome to the Continuing Education Center (CEC) at the American University of Beirut (AUB). With over 1,000 certificate and diploma graduates as well as training workshop participants, CEC learners can be found throughout the Middle East and North Africa (MENA) from the hospitals of Iraq to the newsrooms of Morocco.

CEC programs are flexible so that you can combine your studies with work, family and other commitments. They are designed to give you an inspiring, challenging and pleasurable learning experience. The programs will also provide you with opportunities to develop your learning potential, to improve your career and life chances, to learn new skills and to share ideas with others.

A commitment to lifelong learning is a core component of AUB's strategic plan and a focal point in our relentless pursuit of continuous improvement. Some of our clients include individuals seeking to enhance their education, multi-national corporations interested in offering their employees professional workshops, higher education institutions looking to expand their programs, as well as government and non-government organizations that want more effective employees. To meet the needs of our clients, CEC instruction is offered through regular, customized, tutorial, and/or off-campus learning environments. Delivery formats vary in their duration, level of in-depth study and breadth of areas.

We invite you to participate in the diverse learning opportunities included in this brochure and look forward to welcoming you to the Continuing Education Center either as a returning student, a new lifelong learner, or a training workshop participant!

Journ His

Hassan B. Diab
Vice President for Regional External Programs

ABOUT CEC

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

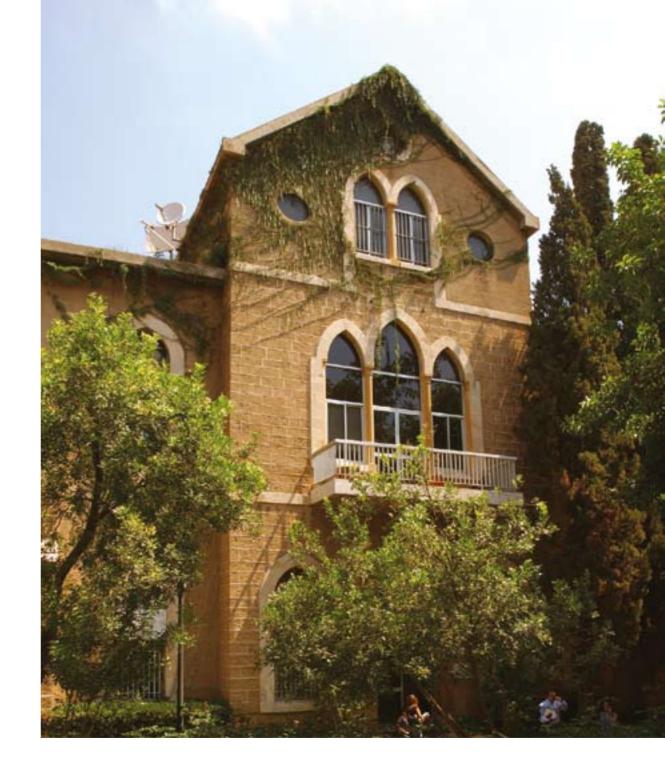
In addition to courses offered at AUB, CEC also provides tailored in-house workshops to corporate institutions in Lebanon and the region. These customized three to five-day workshops cover the topics identified as critical by the organization's leadership. CEC workshops are based on the twin principles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

> Mission of CEC

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

> VISION OF CEC

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



> CEC FACILITIES

To accomodate the growing demand for CEC deliverables all CEC and REP activities are located in Building 20, just adjacent to AUB's Medical Gate. The building includes a fully integrated newsroom, multi-media conference room, and multi-purpose activity room. These additional facilities provide the needed space to enhance the training workshops and the various programs offered by the Continuing Education Center.

The Multi Media Room (MMR) serves as the center-piece of CEC's interactive learning environment. The MMR is designed to accommodate traditional and avant-garde presentations, lectures, and workshops. This room gives control to the learner. The MMR is equipped with 25 workstations that allow learners to navigate and explore information for themselves within a rich, multisensory environment. A single multi-media workstation in a classroom can beckon students to open a new door to their own learning potential while allowing instructors access to the latest teaching tools.





The Multi Purpose Room (MPR) is a unique space catering to the needs of a variety of meeting, exhibition and classroom requirements. The MPR is ideal for both professional gatherings (lectures, meetings) and fine and performing arts classes including painting and photography. This room is equipped with movable, modular seating units that will allow for a variety of special arrangements with a capacity of up to 50 participants. The space also includes electronic interactivity to serve as a space for break-out sessions for activities taking place throughout the building.



The Journalism Training Program Newsroom (JTPN) is the cornerstone in CEC's, and indeed AUB's efforts to provide the highest level of training to professional journalists throughout the Middle East and North Africa. This multi-media converged newsroom provides a hub where print, broadcast and online journalists from across the Arab world can be trained in real time by experts in their respective fields in Arabic, English and French.

GRADUATING PROFESSIONAL LEADERS

Albert Einstein believed that "intellectual growth should commence at birth and cease only at death." The idea of developing the skills of all those who seek to do so has been a cornerstone throughout the history of CEC under the leadership of REP for more than 25 years. The history of CEC is one that we are very proud of. At times of political turmoil and war the "Extension Programs," as it was known back then, provided professional training to people from all over the Beirut area. In spite of the difficulties, offices remained open to the public in an effort to continue its mission of meeting the lifelong and training needs of all learners in the local and regional community.

It is this spirit of service to the local and regional community that makes CEC an essential part of the Office for Regional External Programs, and indeed the American University of Beirut. The flexibility of the type and format of course/certificate offerings within CEC allows fast response to market needs for professional training and non-credit programs. In addition, CEC activities and learners transcend the boundaries of Lebanon. CEC services are offered in several countries throughout the Middle East. For example, CEC certificates have been offered in Kuwait with the Technology Services and Training Company and the Iraqi nurses and paramedics with the Iraqi Ministry of Health.

Over the years CEC has graduated over 1,000 leaders in various professional fields and countries. In the previous group of 143 CEC graduates (97 of which already had university degrees and 21 had AUB degrees), learners came from 12 countries including Lebanon, Saudi Arabia, Kuwait, and Qatar. In addition, we had professionals from the business, health, education, and public sectors. In essence, it is the diversity of CEC learners that adds to AUB's broad perspective.

CEC alumnus Nathalie Bekai, who earned a certificate in human resources management, described the program as "a big step towards better opportunities, career wise, a consistent and practical way for working people to learn, evolve and share experience with others" adding that the program was also an ideal opportunity for networking and making valuable professional contacts.





PROGRAMS OF STUDY

CERTIFICATE PROGRAMS

> ACCOUNTING STUDIES CERTIFICATE

OBJECTIVE

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

CERTIFICATE REQUIREMENTS

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

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

CACT 302 Auditing

> E-BUSINESS CERTIFICATE

OBIECTIVES

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

TARGET PARTICIPANTS

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

CERTIFICATE REQUIREMENTS:

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

• CCMS 101 Introduction to Computing, the Internet, and Web Design

• CMKT 201 Electronic Marketing

• CBUS 201 Financial and Regulatory Aspects of E-commerce

CBUS 302 Managerial Aspects of E-business





> ESSENTIALS OF BUSINESS CERTIFICATE

OBJECTIVE

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

CERTIFICATE REQUIREMENTS

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

CACT 101 Principles of Accounting I
 CMKT 101 Principles of Marketing

• CECN 101 Introduction to Economics

• CMGT 101 Principles of Management

• CECN 301 Money and Banking

• CFIN 101 Principles of Finance



> FINANCIAL MANAGEMENT CERTIFICATE

OBIECTIVE

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

TARGET PARTICIPANTS

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

However, participants should meet the following profiles:

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

CERTIFICATE REQUIREMENTS:

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

• CFIN 201 Business Finance

• CFIN 301 Financial Statements Analysis

• CFIN 302 Investment Analysis

• CFIN 303 Commercial Banking

> Human Resource Management Certificate

OBJECTIVE

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

American University of Beirut Regional External Programs Catalogue

TARGET PARTICIPANTS

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

CERTIFICATE REQUIREMENTS

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

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

> Information Technology Certificate

OBIECTIVES

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

CERTIFICATE REQUIREMENTS:

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

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



> JOURNALISM CERTIFICATE

OBIECTIVES

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

TARGET PARTICIPANTS

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

LANGUAGE OF INSTRUCTION

The certificate courses are conducted in Arabic and English.

CERTIFICATE REQUIREMENTS

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

Core Courses

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

Elective Courses

CJRN 105 Investigative JournalismCJRN 106 Newsroom Management

> MARKETING MANAGEMENT CERTIFICATE

OBJECTIVE

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

CERTIFICATE REQUIREMENTS

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

• CMKT 101 Principles of Marketing

• CMKT 202 Marketing Research

• CMKT 301 Advertising

• CMKT 302 Sales Management

> NUTRITION AND FOOD SAFETY CERTIFICATE

OBJECTIVES

This program is designed to help participants acquire expertise in food quality, safety, and nutrition to promote healthy living and appropriate food preparation environments.

TARGET PARTICIPANTS

- Entry level employees
- Secondary school graduates

CERTIFICATE REQUIREMENTS

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

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











American University of Beirut Regional External Programs Catalogue



> OFFICE MANAGEMENT CERTIFICATE

OBJECTIVE

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

CERTIFICATE REQUIREMENTS

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

• CBUS 101 Introduction to Business

• CBUS 102 Business English

• CBUS 202 Office Procedures and Routines

• CBUS 203 Office Automation

> SMALL BUSINESS AND ENTREPRENEURSHIP CERTIFICATE

OBJECTIVE

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

CERTIFICATE REQUIREMENTS

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

• CBUS 206 Opportunity Identification and Analysis

• CBUS 204 Gathering Resources and Launch

• CBUS 205 Management of Family Enterprises

• CBUS 301 Entrepreneurial Decision Making

> VOCATIONAL AND TECHNICAL EDUCATION (VTE) CERTIFICATE

OBJECTIVE

This program aims to improve VTE in Lebanon by providing educational training to VTE instructors who are not in possession of the LET (Licence d'Einseignement Technique), and who are outside the public sector. This will increase the effectiveness of instruction and also help to raise the image of VTE in Lebanon.



The VTE certificate is designed mainly for practising VTE instructors who are engaged in teaching at the Baccalaureate Technique level. It is also of value to teachers of Brevet Pratique classes and would likely be of some benefit to instructors teaching at the Technicien Supérieur level.

CERTIFICATE REQUIREMENTS

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

• CVTE 101 Teaching and Learning

• CVTE 201 Sociology and Economics of Education

• CVTE 202 Curriculum and Assessment

CVTE 301 Practicum: On-the-job involving AUB instructor visits to students'

workplace during normal autumn semester time

American University of Beirut Regional External Programs Catalogue

> HUMAN RESOURCE MANAGEMENT DIPLOMA

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

This diploma program provides a comprehensive overview of HRM roles and responsibilities in the workplace from a strategic perspective. It is targeted to people working in the human resources field to foster and develop their professional expertise and varied competencies.

The HRM diploma consists of the following courses:

• CHRM 101 Overview of Human Resource Management

• CHRM 201 Workforce Planning & Staffing

• CHRM 202 Total Compensation & Benefits

• CHRM 203 Employee Training & Development

• CHRM 301 Managing Human Behavior in Organizations

• CHRM 302 Managing the Employment Relationship

• CHRM 401 Strategic Human Resource Management

• CHRM 402 Advanced Topics in Human Capital Management

CERTIFICATE AND DIPLOMA PROGRAMS COURSE DESCRIPTIONS

• CACT 101 PRINCIPLES OF ACCOUNTING I

This course introduces students to principles of recording transactions, the preparation of financial statements and completion of the accounting cycle.

• CACT 201 PRINCIPLES OF ACCOUNTING II

This course is a continuation of Accounting I. It covers depreciation policies and procedures, depletion and amortization, income determination, partnership accounts, corporate capital accounts, dividends and retained earnings.

CACT 301 Cost Accounting and Control

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

CACT 302 AUDITING

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

• CBUS 101 INTRODUCTION TO BUSINESS

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



CBUS 102 Business English

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

• CBUS 201 Financial and Regulatory Aspects of E-commerce

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

• CBUS 202 OFFICE PROCEDURES AND ROUTINES

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

CBUS 203 OFFICE AUTOMATION

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

• CBUS 204 GATHERING RESOURCES AND LAUNCH

In this course, students learn to determine the physical, financial and human resources for a project as well as to identify and plan the necessary activities for a successful launch.

• CBUS 205 MANAGEMENT OF FAMILY ENTERPRISES

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

CBUS 206 OPPORTUNITY IDENTIFICATION AND ANALYSIS

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

CBUS 301 Entrepreneurial Decision Making

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

CBUS 302 MANAGERIAL ASPECTS OF E-BUSINESS.

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

• CCMS 101 INTRODUCTION TO COMPUTING

The course is intended to give students competency in computer-related knowledge. It allows them to understand the rules and the power of microcomputer and to take advantage of increasingly productive software, hardware, and the connectivity revolutions that are expanding the microcomputer capability. Students will be introduced to the general architecture of PCs and their components, including microprocessors, digital representation of data, data storage devices, and input-

output devices. It will also cover the basics of computer software, focusing on a complete hands-on introduction to Microsoft Windows operating system, Microsoft Word, and Excel.

• CCMS 102 VISUAL BASIC I

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

CCMS 201 PRODUCTIVITY TOOLS (MICROSOFT OFFICE APPLICATIONS)

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

CCMS 202 Internet Technologies

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

CCMS 203 Introduction to Information Systems

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

• CCMS 301 NETWORKING

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

• CECN 101 Introduction to Economics

This course is a survey of economics principles that include national income accounting and analysis, monetary and fiscal policies, and demand and supply analysis.

CECN 301 Money and Banking

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

• CFIN 101 PRINCIPLES OF FINANCE

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

• CFIN 201 Business Finance

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

• CFIN 301 FINANCIAL STATEMENTS ANALYSIS

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

CFIN 302 INVESTMENT ANALYSIS

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

CFIN 303 COMMERCIAL BANKING

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

• CHRM 101 OVERVIEW OF HUMAN RESOURCE MANAGEMENT

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

CHRM 201 Workforce Planning & Staffing

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

CHRM 202 Total Compensation & Benefits

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





• CHRM 203 EMPLOYEE TRAINING & DEVELOPMENT

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

• CHRM 301 Managing Human Behavior in Organizations

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

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

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

• CHRM 401 STRATEGIC HUMAN RESOURCES MANAGEMENT

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

• CHRM 402 ADVANCED TOPICS IN HUMAN CAPITAL MANAGEMENT

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

CIRN 101 Media & Society/Laws & Ethics

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

CJRN 102 BASIC REPORTING, WRITING AND EDITING

This course is an introduction to journalism research and writing covering principles of news agencies, radio, TV and the Internet. Study of news sources, field work/assignments, research and interview techniques and editing. Copy editing would

focus on the skills copy editors (or sub-editors) need to handle stories; learn to edit for tightness, accuracy and style, to see the story as a whole and line by line; design and produce pages, including selecting and using pictures, and writing captions, writing headlines, sub-heads, and blurbs with an introduction to elements of desktop publishing.

• CJRN 103 MULTI-MEDIA/ONLINE JOURNALISM

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



CJRN 104 BROADCAST JOURNALISM

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

• CJRN 105 INVESTIGATIVE JOURNALISM

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

CIRN 106 NEWSROOM MANAGEMENT

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

• CMGT 101 PRINCIPLES OF MANAGEMENT

This course focuses on the functions of management: planning, organizing, staffing, directing and control.

• CMKT 101 PRINCIPLES OF MARKETING

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

CMKT 201 ELECTRONIC MARKETING

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

CMKT 202 MARKETING RESEARCH

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

CMKT 301 ADVERTISING

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

CMKT 302 SALES MANAGEMENT

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

• CNFS 101 Basics of Nutrition and Health

This course introduces students to basic concepts of nutrition and highlights ways that they can integrate good nutrition into their lifestyles. Principles of digestion and absorption, the function of nutrients, dietary analysis and food labels, recommended nutrient intakes, diet modifications, and weight controls are covered. Practical applications of these principles are also emphasized.

• CNFS 102 NUTRITION IN THE LIFE CYCLE

This course emphasizes the nutritional needs throughout the life cycle: infant, childhood, adolescence, adulthood and old age and special nutritional requirements for pregnancy and lactation. The course also covers the basic nutritional requirements for fitness and sports and key nutrition concepts, nutritional needs, nutrition and health disease outcomes by using a problem-based learning with case studies. Issues like the cultural, environmental, psychological, physical and economic factors affecting nutritional status throughout the life span as well as dietary planning and health promotion are also highlighted in the course.

CNFS 201 FOOD SAFETY

This course focuses on the factors that influence food safety and security. It benefits individuals involved in any industry associated with food preparation as it gives an idea about the food service system in how to design, plan and manage it. This course will aid learners with general food hygiene knowledge, including legislation and labeling, food contamination, preparing food, cleaning and disinfecting.

• CNFS 202 FOOD PREPARATION AND PRESERVATION

This course covers common methods and processes of food preparation and preservation. It is designed to help students acquire knowledge related to applied concepts of menu planning and food manufacturing and processing technology.

• CVTE 101 TEACHING AND LEARNING

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



• CVTE 201 Sociology and Economics of Education

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

• CVTE 202 CURRICULUM AND ASSESSMENT

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

• CVTE 301 PRACTICUM

The Practicum component of the programme will involve on-the-job assessment of students' teaching performance and the submission of a portfolio containing the student's lesson plans and assessment instruments over one whole semester for one particular class.

PREREQUISITE: Curriculum and Assessment

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

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



NON-CERTIFICATE COURSES

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

> LANGUAGES

• CENG 100 English Language for Beginners

• CENG 101 English Language Level 1

• CENG 102 English Language Level 2

• CENG 103 English Language Level 3

CENG 104 English Language Level 4

• CENG 105 English Language Level 5

• CENG 106 English Language Level 6

Duration: 12 weeks—8 hrs/wk



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

اللغة الإنكليزية

مــــة الــــورة : 12 اسبوع، 8 ساعات في الاسبوع، من الاثنين الى الخميس

المستوى: الأول الى السادس

الـــوام: من العاشرة الى الثانية عشرة ظهراً او من الخامسة والنصف الى السابعة

دورة مكثفة في اللغة الانكليزية تهـف الى تمكين المشتركين فيها من أصول اللغة في القراءة والكتابة والقواعـ والمحادثة، وهي تشمل عـة مستويات يوزع الطلاب فيها وفقاً لـى إلمام كل منهم بها.

ق مستويات الطلاب بناءً على نتائجهم في امتحان خاص للتصنيف يُجرى قبل إتمامهم عمليات التسجيل للـــورة.

• CENG 201 CONVERSATIONAL ENGLISH

Duration: 12 wks-2 hrs/wk

This course offers the students the opportunity to speak in formal and informal situations. Throughout the course, you will participate in discussions, group activities, and simulated role playing. You will also give and evaluate presentations. Applicants eligible for this course must have a score of 450 on the EEE; otherwise, they will have to sit for a placement test at the CEC.

CSAT 201 ENGLISH FOR SAT

Duration: 12 wks - 5hrs/wk

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

CSAT 202 Math for SAT

Duration: 12 wks - 5hrs/wk

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

STANDARD ARABIC LANGUAGE

• CARB 101 Standard Arabic Beginner

• CARB 102 Standard Arabic Intermediate

• CARB 103 Standard Arabic Advanced

Duration: 12 weeks-4 hrs/wk

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

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

COLLOQUIAL ARABIC LANGUAGE

CARB 201 Colloquial Arabic Beginner

• CARB 202 Colloquial Arabic Intermediate

CARB 203 Colloquial Arabic Advanced

Duration: 12 weeks—4 hrs/wk

A unified colloquial Arabic course that can be used in most of the Arab world. By the end of the semester the student is expected to engage in simple conversations.

• CITL 101 ITALIAN

Duration: 12 wks—3 hrs/wk

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

CPTG 101 BRAZILIAN-PORTUGUESE

Duration: 12 wks — 3 hrs/wk

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

• CFRN 101 FRENCH I

Duration: 12 wks - 3 hrs/wk

This course provides students with the chance to use the language in familiar contexts both orally and in writing. In Level One, the emphasis is on conversations using basic structures.

• CFRN 102 FRENCH II

Duration: 12 wks - 3 hrs/wk

This course provides students with the chance to use the language in familiar contexts both orally and in writing. In Level Two, the student will be able to read and write simple texts.

• CSPN 101 SPANISH

Duration: 12 wks - 3 hrs/wk

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

• CRUS 101 RUSSIAN FOR TRAVELLERS

Duration: 12 wks—3 hrs/wk

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

CRUS 102 Russian for Beginners

Duration: 12 wks-3 hrs/wk

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

• CHNS 101 Intensive Spoken Chinese

Duration: 12 wks-3 hrs/wk

This course is designed for students who have no previous knowledge of Chinese. Students will practice and master a number of situational dialogues to give them an introductory proficiency in spoken Chinese. The course will introduce them to pinyin, i.e., the system of Romanization of the Chinese language, in addition to some basic Chinese characters. Students who successfully complete this course should be able to communicate in Spoken Chinese on a wide number of basic topics.

CGER 101 GERMAN I

Duration: 12 wks - 3 hrs/wk

In this course, students will learn basic vocabulary and sentence formation that would enable them to participate in simple conversations.

CGER 102 GERMAN II

Duration: 12 wks-3 hrs/wk

In this course, students will learn the basics for writing and conversing in a more professional way. Prerequisite: German I



> SPECIAL COURSES

• CIPE 201 BUSINESS PROTOCOL AND ETIQUETTE

Duration: 12 wks - 3hrs/wk

This course teaches students how to greet people, converse with them, understand their business and management styles while respecting their cultural attitudes. Topics include: First impressions and networking skills, dressing for success, communication at its best, business lunching and dining etiquette, hosting business potentials, and acing business meetings.

• CIPE 202 SOCIAL ETIQUETTE

Duration: 12 wks - 3hrs/wk

This course teaches students the accepted behavior in society. It not only includes table manners and dress, but also behavior, positioning oneself in events, arts, culture and fine conversation. Topics include: Conversation, composure, invitations, food and drink, entertaining, restaurant etiquette, attire, gift giving, and everyday life.

• CIPE 203 CROSS-CULTURAL TRAININGS

Duration: 12 wks - 3hrs/wk

This course provides fast ways to become familiar with business and protocol practices in other countries and cultures, to increase your chance of success in business in new markets. Tailored to different markets and needs, cross-cultural training gets you started on the right foot and challenges you to find ways to improve your success in the global marketplace – by understanding cultural differences in the way people communicate and do business with each other. Topics include: Body language and non-verbal communication, space and touch, eye contact, time concept, linear and nonlinear aspects of language, management and leadership styles, decision making processes, status and ranks, gift giving, and presentations.

• CLGH 101 LANDSCAPE GARDENING FOR THE HOME

Duration 10wks - 3hrs/wk

This 10-week course introduces garden lovers to basic gardening skills. Topics include horticulture skills (potting, propagation and transplanting of annuals and perennials) and landscape principles (plant selection and layout in small gardens, balconies and indoors) introduced through lectures, live demonstrations and hands-on application.

• CLAB 101 LEGAL ASPECTS OF BUSINESS

Duration: 12 wks - 3hrs/wk

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

CFIN 110 Personal Financial Planning

Duration: 12 wks—3 hrs/wk

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

• CFCH 101 THE FRANCHISE CYCLE, THE PLAYERS' ROLES, FRANCHISEE, FRANCHISOR

Duration: 12 wks- 3 hrs/wk

This course introduces participants to the role of Franchise in the business sector in the 21st century, in particular in the Arab world; emphasizes the importance of the Franchise sector on the growth of any local economy; offers a comprehensive understanding of the Franchise cycle, its players being the Franchisor and Franchisee, their relationship and obligations; and presents a brief overview of the required Franchise tools for any Franchise to succeed.

The course includes case studies and role playing, which allow participants to experience the role of becoming a Franchisor or a Franchisee, or work for a

Franchise network. The learner will also participate in senior level franchisor training, discussion and activities. Management background is not necessary. Proficiency in English is required.

• CFCH 102 THE FRANCHISOR'S ESSENTIAL TOOLS-MANUALS

Duration: 12 wks- 3 hrs/wk.

This course introduces participants to the method by which a company can become a Franchisor; teaches them how to write up the Franchisor's Essential Tools including the Manuals (Operations, Training and Product Assembly Manuals); and offers an in depth comprehensive understanding of the Franchise cycle and its players.

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

• CSST 101 SURVIVAL STRATEGIES

Duration: 12 wks- 3 hrs/wk.

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

• CGAP 101 AND 102 GUITAR APPRECIATION I & 2

Duration: 12 wks- 3 hrs/wk per course.

These two courses help students improve their playing ability and get exposed to different guitar styles. Students will also be introduced to guitar history, development, instrument anatomical evolvement and famous guitarists.

> ART COURSES

Duration: 12 wks-3 hrs/wk

• CDRW 101 LIFE DRAWING I

This course concentrates on "seeing" and rendering with pencil and charcoal rather than on being creative. Special emphasis is placed on still lives taken from nature and landscaping.

• CPHT 101 BASIC PHOTOGRAPHY

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

CPHT 201 CREATIVE PHOTOGRAPHY

Creative photography presents the actual practice of photography in a logical, sequential fashion, divided into major fields. The more abstract areas of study, such as composition, color and harmony, are treated in a strictly practical manner where they occur. This course begins with reportage subjects over which the photographer normally has no control, and moves toward images that owe more and more to the photographer's own skill. It aims to help the photographer understand deeply each field in order to be able to control the final results of his/her picture.

• CGRD 101 INTRODUCTION TO GRAPHIC DESIGN

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



ships and integration; typography; composition. It includes practical exercises in visual perception, visual organization, and visual communication.

CINR 101 INTERIORS

This course will introduce students to creation of living spaces, types of interior spaces, types of interior space organizations, and technicities of harmony and esthetics. It will focus on clarifying interior design concepts through graphics and sketches, colors and geometric instruments, as well as planned visits to art galleries and factories.

• CWBD 101 INTRODUCTION TO WEB DESIGN

This course will provide students with technical and artistic information that helps them design and create a website. The student learns to manage a website, format and enhance web pages, use advanced website techniques, and publish and update a website.



• CADP 101 ADOBE PHOTOSHOP

Adobe PhotoShop is one of the best softwares that has ever been designed to create and enhance artistic works, such as drawing, painting and photography.

Due to its great capacity of manipulating designs, forms and colors, Adobe Photo-Shop expands your creative power and makes your imagination go beyond nature. The image editing tools help you mask complex images easily and the painting tools widen your horizon and give you a greater creative freedom. It includes many of the basic color correction, painting and selection tools for optimizing and previewing images. It can easily restore old or damaged photographs and export pages ready for the web. It also corrects common problems, such as red-eye, scratches, fading and creates professional quality collages, calendars, brochures and other projects. In a nutshell, the Abode PhotoShop course will give the opportunity to create, refine and optimize pictures.

CART 201 HISTORY OF ARTS

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

CTHT 201 PRACTICAL THEATRE AND PLAYWRITING

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

Intensive Training Workshop Programs

CEC works closely with the various AUB academic departments to develop workshops that meet the training and professional needs of our clients in Lebanon and the region. These workshops provide a highly interactive setting that allows participants to collaboratively examine and learn new ideas and practices. Workshops are conducted on-campus and off-campus, and inside and outside Lebanon. They can be delivered individually or as a part of a consulting project. The language of instruction is English while some may be delivered in Arabic.

Workshops can also be either generic or customized depending on the needs of the client; and a needs-analysis study is sometimes conducted to help the client identify those areas where learning and training are mostly needed. CEC draws on the expertise of AUB faculty to respond to our clients' training needs in many areas such as, engineering, medicine, business, English, IT, education, and agriculture. Some of the workshops that were recently developed and conducted are:

> Business Management

ACCOUNTING FOR NON-ACCOUNTANTS

DESCRIPTION

Accounting for Non-Accountants introduces the participants to the language of business and the accounting cycle. It equips the participants with the knowledge and skills to interpret, analyze, and use financial information from a national and international perspective.

OBIECTIVES

Upon completion of this workshop participants will have greater knowledge of and/or be trained in the following:

- Introduction to Financial Accounting
- The Income Statement; Income, Revenues, and Expenses
- The Balance Sheet; Assets, Liabilities, and Stockholders' Equity

ADVANCED NEGOTIATION AND CONFLICT RESOLUTION SKILLS

DESCRIPTION

This workshop gives participants a better understanding of conflicts from an objective point of view. It introduces them to the dynamics of conflicts, and offers methods, such as negotiation, through which conflicts can be resolved.

OBJECTIVES

Upon completion of this workshop, participants will:

- Understand the explicit and implicit issues inherent in a conflict situation
- Apply conflict resolution frameworks and techniques within the context of current organizational decision making models
- Develop practical negotiating and conflict resolution skills and experiences that can be applied immediately

BEST PRACTICES IN BENCHMARKING

DESCRIPTION

This workshop is designed to train participants in using the benchmarking concept in management to the benefit of their organizations (or equivalent). It teaches participants the definition and history of benchmarking and trains them using exercises for benchmarking.

OBIECTIVES

Upon completion of this workshop, participants will have been introduced to benchmarking and have greater knowledge of and/or be trained in the following:

- The history of benchmarking
- The benchmarking process/concept
- Benchmarking tools and techniques
- Implementing a benchmarking strategy
- Knowledge management
- Benchmarking trends for the 21st century

BUSINESS ENGLISH

DESCRIPTION

Business English aims to improve the English language communicative competence of the participants in business and social settings. This workshop focuses on developing participants' productive skills of speaking and writing as well as the receptive skills of reading and listening. It also focuses on the acquisition of a wide range of business expressions, idioms, and grammatical knowledge.

OBIECTIVES

Upon completion of this workshop, participants will:

- Acquire a wide range of business expressions and idioms
- Use regular and irregular verbs correctly
- Use the correct form of verb tenses in the past, present, and future
- Deliver oral presentations observing business etiquettes and linguistic norms
- Practice the use of language skills in an integrated manner

CULTURE CHANGE

DESCRIPTION

This workshop introduces participants to corporate culture and culture change. Participants will be trained to study, plan, implement, and audit the culture change of a corporation.

OBJECTIVES

Participants attending the workshop will be trained to:

- Identify the principal methods for the study of organizational culture and change
- Assess the organization's readiness for change
- Collaborate with others to successfully implement and monitor planned changes
- Identify and manage resistance to the change process
- Identify the various pressures and rationales for change and their significance to the change process
- Evaluate and revise corporate values and strategic objectives

RISK MANAGEMENT

DESCRIPTION

This workshop introduces participants to the commercial bank as a risk management: nature, sources, and management of credit risk; analytical tools and techniques; reducing problem loans through credit structure; the deteriorating credit relationship; troubled best restructuring; focus on the market; and credit risk management odds and ends.

OBIECTIVES

Upon completion of this workshop, participants will have been introduced to Bank Risk Management and have greater knowledge of and/or be trained in the following:

- The nature and sources of credit risk
- Credit risk management by the commercial bank
- Analytical tools and techniques in credit risk management
- Credit structuring for the purpose of reducing problem loans
- The deteriorating credit relationship for commercial banks
- Troubled debt restructuring
- Credit risk management by the commercial bank with focus on the market



INTRODUCTION TO PUBLIC INTERNATIONAL LAW

DESCRIPTION

Introduction to Public International Law introduces the participants to the various aspects of the refugee-question. It equips the participants with the knowledge of the general principles and rules of International Law. This module utilizes lectures and discussions within the conceptual framework of International Law to help navigate the participants through the climate of international bodies dealing with issues of human rights.

OBJECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Describing the historical and philosophical evolution of International Law
- Determining the primary sources and subjects of International Law, rights and duties of the state, and the scope of application
- Recognizing states and international agreements
- Addressing the issue of enforced disappearances and the convention against them



FINANCE FOR NON-FINANCIAL OFFICERS

DESCRIPTION

This workshop covers the use, interpretation, and analysis of the principal financial statements and other sources of financial information from a national and international perspective. It introduces the participants to the language of business and the accounting cycle enabling them to prepare and analyze financial statements. Participants will learn the conceptual framework of finance to help navigate them through appropriate courses of action regarding corporate financial decisions.

OBJECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Basic finance required for corporate financial analysis
- Practical use of financial data
- Applying knowledge gained to the workplace

FINANCIAL BEST PRACTICES

DESCRIPTION

This workshop focuses on finance and the quality movement, best practices, benchmarking, major international initiatives for promoting financial best practices, area-specific financial best practices, and metrics and measures.

OBJECTIVES

Upon completion of this workshop, participants will have been introduced to total quality management, and have greater knowledge of and/or be trained in the following:

- Finance and the quality of movement
- Common best practices
- Benchmarking
- Major international initiatives for promoting financial best practices



ISLAMIC FINANCE: THEORY AND APPLICATION

DESCRIPTION

This workshop focuses on the Islamic financial instruments, Islamic capital markets, regulation and risk management of Islamic financial institutions, and their corporate governance.

OBIECTIVES

Upon completion of this workshop, participants will have been introduced to Islamic Banking and Finance, and have greater knowledge of and/or be trained in the following:

- Islamic banking regulation
- Islamic modes of finance
- Regulations and requirements for conventional banks to deliver Islamic products
- Application of Islamic banking and finance concepts
- Current Status of the Islamic Banking Industry
- The challenge of innovation in Islamic banking
- The critical success factors of Islamic Banking
- Diminishing equity participation

RISK MANAGEMENT

DESCRIPTION

This workshop focuses on risk management using derivative securities including options, futures, forwards, and swaps, their valuations and their applications to manage various risks.

OBJECTIVES

Upon completion of this workshop, participants will have been introduced to Risk and have greater knowledge of and/or be trained in the following:

- Corporate risk analysis, measurement, and management
- Investment risk analysis and management
- Measuring and managing risk and return in a portfolio framework
- Interest rate risk and asset-liability management





DEVELOPING YOUNG PROFESSIONALS

DESCRIPTION

This workshop is designed to prepare young employees or prospective employees for the work environment. It teaches them business communication, time management, discipline, presentation techniques, and other practical and mental tools that will facilitate their way to success.

OBIECTIVES

Upon completion of this workshop, participants will:

- Gain a coherent way of thinking about professional skills and tools
- Learn how to conduct a self-management audit
- Practice discipline and time management skills
- Understand the different challenges facing a young professional
- Learn to plan their presentations and use audio-visual aids
- Interact with people and audiences
- Understand the characteristics of effective communicators and assess their own communication style
- Sharpen their listening skills
- Improve their telephone communication skills
- Deal with difficult people



> EDUCATION

CLASSROOM MANAGEMENT FOR INTERMEDIATE AND SECONDARY CLASSES

Classroom Management for Intermediate and Secondary Classes introduces the participants to the art of teaching and managing a classroom in order to promote an environment conductive to learning. It equips the participants with the skills for establishing and maintaining acceptable behavior in students, as well as strategies on implementing effective teaching in the classroom.

INTERACTIVE LECTURING

Lectures in large classes can be planned to engage all students even in large classes and still be conducive to optimal learning experiences. In this workshop, participants will be introduced to teaching strategies which can be implemented effectively in large classes. The workshop will highlight those strategies which allow for an interactive environment in large classes. Discussions and hands-on experiences are the design of this workshop.

INQUIRY MODEL

The Inquiry Model encourages students to learn by experiencing the excitement of solving a task or problem on their own. Since the Inquiry Model requires careful instructional design and support in higher education, this workshop will acquaint participants with the Inquiry Model implementation techniques, and explain how it will be used as a framework for teaching in higher education. Hands-on experiences will be used to practice implementation. Pros and cons will be addressed.

PROJECT-BASED LEARNING

Project-based learning is an instructional model in which teaching shifts from the teacher-centered lessons to student-centered classes. In this workshop, the process of integrating project-based learning with real world issues and practices will be highlighted, components of project-based learning will be presented, implementation techniques will be practiced, and implications on working with others will be addressed.



DISCUSSION MODEL

This workshop offers guidelines for implementing a successful discussion in higher education. Participants will identify elements of an effective discussion, experience discussion, and develop guidelines for implementing proper discussions. The following questions will be addressed: how can I use the discussion model in my classroom? How should I deal with irrelevant questions? How should I interpret silence? How can I activate a dying discussion? What do I do with leftover time? What makes a discussion worthwhile? The design of the workshop is activities-based whereby participants will apply these activities in their classrooms.

COURSE SYLLABUS DESIGN AND LEARNING OUTCOMES

In this workshop participants will design a course syllabus based on articulating student learning outcomes (SLO's). Participants in this workshop will develop and/or their course syllabus based on the following components: course description, course General Instructional Objectives (GIO), course Student Learning Outcomes (SLO), course policies, course schedule, course assignments, information about instructor, and course resources. In addition, selecting assessment tools which align with SLO's will be discussed.

ASSESSMENT OF STUDENT LEARNING OUTCOMES

The purpose of this workshop is to assist faculty (1) become familiar with basic principles and approaches for assessing student learning outcomes at the course level; (2) select assessment approaches (direct, indirect or both) which best assess student learning outcomes in alignment with the instructional approach; (3) develop a variety of classroom assessment tools which measure student performance and achievement, (4) justify the use of selected assessment tools to show how they assess student performance using multiple resources.

PEER OBSERVATION

Teaching is a complex process; therefore, valid assessment and evaluation of teaching is also complex. One possible aspect of a comprehensive institutional teaching assessment plan is peer observation and feedback. This Seminar is meant to help faculty get started on peer observation as means to improve their own teaching as well as improve learning opportunities for students. Procedures for applying peer observation will be practiced in order to draw attention to aspects of teaching about which one might not be aware. The Seminar will follow hands-on experiences.



> ENGINEERING

ENGINEERING PROJECTS: IMPLEMENTATION CHALLENGES AND EFFECTIVE MANAGEMENT

Engineering Projects aims at providing an overview of engineering projects and the challenges faced in implementing them. It introduces the basic management functions exercised throughout the engineering project delivery process, and it discusses management tools and methods that are used for the purpose of project control. In addition, the workshop provides an opportunity to examine the risks encountered in engineering projects and the contractual mechanisms used for mitigating such risks.

BASIC SOFTWARE ENGINEERING

Following software engineering principles in developing enterprise-level software has been proven to speed up the time it takes from project initiation to start using the developed software in production. More importantly, it has been shown through a countless number of case studies that software engineering methodologies produce software that is less prone to errors and therefore leading to higher levels of customer satisfaction.

BUILDING MANAGEMENT SYSTEMS

Energy efficiency and high comfort have become possible with existing hardware and software in the facilities. It is important to be able to capitalize on the huge built in capacity of today's installed equipment and be aware of all available off the shelve equipment that can help select the proper technology.

DIGITAL CONTROL OF ANALOG PROCESSES

Affordable and easy to use micro-controllers have offered the realization of controllers as algorithms stored as a subroutine in a memory chip very attractive. The programming advantages of these controllers for various operating conditions and schemes offer the practical reliable realization of digital controllers for various processes especially continuous analog plants.

HVAC CONTROL SYSTEMS

It is important to realize comfort levels in HVAC systems while remaining efficient in energy consumption. This is possible when demand based control schemes associated with various selection and programming in existing setups.

LABVIEW FOR CONTROL APPLICATIONS

Virtual Instrumentation makes the software running the general purpose hardware with a PC the special instrument. Graphical programming is the trend especially for process control and parallel processing strategies. LabVIEW is the environment that offers such advantages, and control applications become very natural applications of graphical programming for regulating and tracking various process variables.

WIRELESS PHONE PROGRAMMING USING JAVA 2 ME (J2ME)

Computing and access to the World Wide Web from wireless phones has become a reality, and this is gaining popularity among mobile users due to convenience and ability to do work while on the go. Hence, corporate IT managers and developers should start building knowledge and skills for developing applications aimed at wireless phones. This training covers the development of Java 2 Micro-Edition (J2ME) applications that target wireless Phones (Smart Phones) and are backed



> Information Technology

INTRODUCTION TO COMPUTER AND INFORMATION SECURITY

Introduction to Computer and Information Security introduces the participants to the major issues involved in a secure computer system. It provides participants with hands-on experience in gathering information in attack's planning, detecting unknown security situations in a computer system, and in using some of the related tools in solving security problems.

DATABASES FUNDAMENTALS

Using a scientific method to design a database from business requirements is more dependable and effective in the long run than relying on intuition and experience. Normalization is the process of iteratively replacing a given collection of tables by other collections in which tables have simpler and more regular structure. The remainder of the training give an overview of the main components of a database engine and then discuss techniques for improving query performance and protecting data through views, authorization control, and semantic integrity control.

WEB PROGRAMMING USING ASP.NET

ASP.NET controls allows for the development of state of the art web sites that match in capability and sophistication those major sites that exist on the Web. In a nutshell, this training enables trainees to develop database-enabled web sites of such caliber.

COMPUTER AND INFORMATION SECURITY

In the digital age, computer and information security are paramount. Losses caused by remote and local attacks on systems and data are significant. There is a need for security awareness starting by management and ending with the software developers. Purchasing the technology is not sufficient to thwart attacks. Policies and procedures have to be in place and enforced to minimize successful attacks and mitigate their effects when they occur.

MICROSOFT

Three training tracks are selected from this company; these tracks can make the student ready to get into the administration field or server administration field.

- Microsoft Technology Specialist (Mcts)
- Server Administration (Mcitp)

Cisco

Cisco is the leader in providing certification in networking, and this kind of certificates give a great value to their holder when applying to any firm with networking requirements.

Cisco Certified Network Professional

ORACLE

Oracle company is the leader in database and e-commerce area, it has two tracks: the database track and the development track. Almost all of the e-commerce and finical companies depend heavily on oracle products; so, the holder of an oracle certificate is prioritized.

- Oracle Certified Database Administrator
- Oracle Certified Forms & Report Developer

EC-COUNCIL

Nowadays, providing security for all IT related services and data is considered to be one of the most important tasks in every IT administration units.

- Ethical Hacking and Countermeasures
- Computer Hacking Forensic Investigator

LINUX

Open source operating systems and especially Linux are becoming more and more required. Since Linux use is not spread in the Gulf and Middle East area, Linux experts people are heavily required because of the shift of some companies to Linux in order to reduce cost and have more flexibility in their businesses.

- LPIC level 1
- LPIC level 2





> MEDICINE

LIFE SUPPORT ESSENTIALS

DESCRIPTION

Life Support Essentials introduces the participants to the basics of responding successfully to a medical situation in all its stages. It provides the participants with knowledge on the theory and the practice of patient-physician communication. It educates the participants on how to evaluate and implement pro-active measures to prevent infection risks. It also focuses on practical and life-saving skills on how to react promptly and efficiently to victims of trauma. This module addresses the role of different professionals in response to a major incident. Furthermore, it utilizes lectures, demonstrations, role-playing, and applications within the conceptual framework of safe medication to help participants deal with a medical condition efficiently.

OBJECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- The Basics Communication skills
- Essential Drugs
- Infection Control
- Basic Life Support
- Trauma Life Support

Modern Radiotherapy Techniques

DESCRIPTION

Modern Radiotherapy Techniques introduces the participants to the physical and biological basis of radiotherapy. It equips the participants with the knowledge and skills to identify, determine, plan, monitor, and manage the physical and biological mechanisms through applying modern radiotherapy techniques.



Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Understand the physical and biological basis underlying radiotherapy and the various theories in the field
- Learn about and how to use the techniques, equipment, and material used in radiotherapy
- Acquire patient management skills
- Practical training in the different aspects of radiotherapy

PRINCIPLES OF PHARMACY

DESCRIPTION

This workshop introduces the participants to the Drug Management Cycle. It equips the participants with the knowledge and skills to interpret, evaluate, and process a request while maintaining appropriate medication use processes.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Management of the Hospital Pharmacy
- Medication errors
- Principles of aseptic techniques under a laminar flow-hood
- Risk level classification, documentation and labeling
- Aseptic Technique Activity: handling ampoules, handling vials
- Parenteral Nutrition
- Pharmacists' role in processing patient orders







> Nursing

BASIC TRAUMA LIFE SUPPORT (BTLS)

DESCRIPTION

The Basic Trauma Life Support Module prepares the participant to deal with cardiopulmonary arrest and secondary trauma resulting from a variety of factors. This module consists of two core components: Basic Life Support and Advanced Cardiac Life Support. In addition to formal lectures and discussions, the participants have the opportunity to practice on manikins throughout the course.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Describe and demonstrate one and two rescuer CPR in adults, children, and infants.
- List the steps to operate an automated external defibrillator (AED)
- Demonstrate termination of foreign body airway obstruction (FBAO) in adults, children, and infants.

ADVANCED TRAUMA CARE FOR NURSES (ATCN)

DESCRIPTION

The Advanced Trauma Nursing Care module teaches established standards of trauma care. The module focuses on practical and life-saving skills. These skills are especially needed by nurses working in distressed countries who experience frequent incidences of critical cases. This module provides the participant with skills to manage multiple trauma patients.



OBJECTIVES

Upon completion of this workshop, participants will be trained in the assessment and management of:

- Musculoskeletal Trauma
- Neck and Thoracic Trauma
- Abdominal Trauma
- Burn and Cold Injuries
- Pediatric Trauma
- Geriatric Trauma
- Trauma in Women

TRAINING OF TRAINERS FOR EMERGENCY HEALTH REHABILITATION

DESCRIPTION

This module is designed to help develop the training skills of future trainers who will be educating other nurses and paramedics in their home institutions.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Searching for Evidence Based Answers
- Adult Learning
- Curriculum Design
- Giving an Effective Presentation

MAJOR INCIDENT MEDICAL MANAGEMENT SUPPORT

DESCRIPTION

This module addresses the role of different professionals in response to a major incident. It will train them in the timely activation of the systems required for a successful medical response to a major incident.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Scene Command & Control
- Communications
- Triage
- Safe Transport
- Management
- Equipment

ADVANCEMENT IN HOSPITAL MANAGEMENT

DESCRIPTION

This workshop addresses critical healthcare needs with an emphasis on human resource requirements and professional medical training needed to improve healthcare delivery. The training program provided will allow for continuing medical education and related health care training

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- Current practices in health care organizations
- Global trends in healthcare human resources
- Cost effective performance improvement
- Quality management and improvement and accreditation







> HEALTH SCIENCES

CURRENT PRACTICES IN HEALTHCARE ORGANIZATIONS

DESCRIPTION

This workshop offers a framework for making managerial decisions and strategies to lead a healthcare organization (HCO) to operate at optimal efficiency and effectiveness. It exposes participants to the different challenges that hospital administrators usually face in trying to implement these strategies.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- The goals of HCO administration
- Different methods of reducing overall costs in an HCO without hampering qual ity of care
- Standard procedures that enhance quality of care in an HCO
- A framework that considers all financial aspects of an HCO with the goal of increasing profitability

GLOBAL TRENDS IN HEALTHCARE HUMAN RESOURCES

DESCRIPTION

This course is designed to prepare participants to direct the Human Resources (HR) of an HCO. It focuses on environmental factors that affect HR management, and the aspects of HR that an HR officer would consider in strategic HR planning and managerial decisions.

OBJECTIVES

Upon completion of this workshop, participants will have greater knowledge of the following:

- General demographic trends relevant to Healthcare HR
- Economic conditions and events that affect Healthcare HR salaries and working conditions.

- Globalization and its implication on HCO employment
- The current status of HCO HR in terms of supply and demand
- Technological advancements and their effects on HCR HR

COST EFFECTIVE PERFORMANCE IMPROVEMENT IN HEALTHCARE ORGANIZATIONS

DESCRIPTION

This workshop focuses on how to reduce costs in an HCO without impairing quality care. It uncovers the different inefficiencies in an HCO that cause futile expenses and activities that can be made more efficient.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- How cost effectiveness is defined in HCOs
- The different costs that an HCO incurs
- Methods that reduce HCO expenses
- A framework in decision making that is focused on cost effectiveness

ACCREDITATION AND QUALITY IN HEALTHCARE ORGANIZATIONS

DESCRIPTION

This workshop educates HCO Administrators about the accreditation requirements for an HCO, and offers an implementation process for HCO development procedures related to acquiring accreditation. It also trains participants in general quality improvement in and HCO.

OBIECTIVES

Upon completion of this workshop, participants will have greater knowledge of and/or be trained in the following:

- The accreditation process of an HCO
- How to plan and implement the accreditation process
- The factors that measure quality in an HCO
- Different methods of quality improvement

American University of Beirut Regional External Programs Catalogue

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THE AUB SUMMER PROGRAM FOR AUB ALUMNI CHILDREN (SPAAC)

> OVERVIEW

The American University of Beirut's Continuing Education Center (CEC), in collaboration with the Office of Alumni Relations and the Worldwide Alumni Association of the American University of Beirut (WAAAUB), offers a special summer program to children of AUB alumni throughout the world to strengthen the ties between AUB and all of its alumni.

SPAAC offers AUB alumni children the opportunity to experience campus life while learning about Lebanon's rich history and culture. The summer program aims at deepening the students' knowledge of their heritage, expanding their understanding of the modern Middle East, and strengthening alumni ties through the experiences of their children. This summer program is a rich and pleasurable educational experience, and a unique opportunity to enjoy the summer, make new friends, get a taste of college life, and explore Lebanon.

The summer program is open for bright and highly-motivated students from around the world between the ages 16 and 21. The participants' stay on campus will be facilitated and carefully supervised by our highly qualified staff. All participants will be accompanied by our staff for all planned activities including on-campus activities and field trips to extraordinary historical sites throughout Lebanon.

> ELIGIBILITY

High school students must be at least 16 years old. A maximum of forty qualified applicants will be accepted on a first-come, first-accepted basis. Priority will be given to children of AUB alumni. All other applicants will be considered based on availability of vacancies.

> PROGRAM STRUCTURE

ACADEMIC COURSES

Participants will learn classical and colloquial Arabic using a curriculum rich in social and cultural activities. Participants will also cover pre-history, contemporary history, and the archaeology of Lebanon and the region at large mainly on field trips and partly in class. The language of instruction is English. The following academic courses will be offered to each participant:

- Colloquial Arabic: Arabic for communicating in common day-to-day situations
- LITERARY ARABIC: An elementary knowledge of classical Arabic grammar, expanded vocabulary and basic reading skills
- **CONTEMPORARY LEBANESE STUDIES:** This course aims at giving participants a better understanding of Lebanon from the pre-historic period till today. The archaeology program starts with a general introduction to the archaeological sites in Lebanon and surveys prehistoric Lebanon.



SOCIAL ACTIVITIES:

Afternoons on the scenic campus of AUB will be a time for a variety of extracurricular activities. Participants are at liberty to choose from the following social activities:

- Traditional folk dance, painting, and music
- Extensive use of the Charles Hostler Student center facilities including swim ming, gym, basketball courts
- Volunteer services at AUB Medical Center
- Visits to Jafet Library, museums and souks

During the evening hours, participants will sometimes go on dinner outings to various destinations in Beirut. Every Friday, students will enjoy the beauty of the Lebanese coast and Mediterranean Sea in the "Beach Day" program.

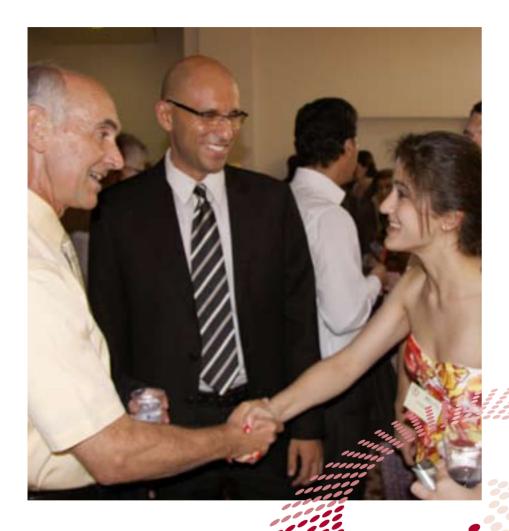
COUNTRY EXCURSIONS:

One-day and overnight trips to significant historical and cultural destinations throughout Lebanon will ensure participants' exposure to the diversity Lebanon has to offer. Field trips may include (among others):

- Visits to the archaeological and historical sites in Jbeil, Batroun, Beiteddine, Mousa Castle, Baalback, Jeita
- Hiking in the Cedars and Qadisha Valley
- Rafting on the Orontes River (Nahr-El-Assi) in Hermel
- Visits to local orchards, farms, wineries, craftsmen with demonstrations Meals and transportation on our planned excursions are included in the program costs.







> A SUMMER TO REMEMBER

"This is a magical place, like nowhere else," says SPAAC student Lana Hasham. "I have traveled a lot and studied at the Sorbonne last summer. It had nothing to compare to the SPAAC experience." The summer program was developed to deepen students' knowledge of their heritage, expand their understanding of the modern Middle East, and strengthen alumnities through the experiences of their children. 24 students (eight women and 16 men) between the ages of 16 and 21 from countries as diverse as the United States, France, the Czech Republic, Lebanon, the United Kingdom, Germany, Canada, Qatar, and the United Arab Emirates enrolled in classes to improve their Arabic language skills and provide them with an overview of Lebanese history and culture—along with a strong dose of traditional Lebanese hospitality.

Sixteen-year-old Lana Hashem had visited Lebanon from her home in New York State regularly until 2003, but this was her first experience on campus. "I love the view, the scenery, the people, the life; it is fabulous," she declared adding, "The courses were informative and fun." Because Lana's dad had a strict rule prohibiting his children from speaking English to him at home, Lana's colloquial Arabic is quite good. She credits SPAAC with helping her improve her reading and writing skills. Lana's connection with AUB, however, is not through her father, but her mother, Adele El Karah, MD, PhD, an American-born Lebanese who was a professor of macrobiology at AUBMC before she left to finish her studies at Columbia in the 1980s. "Mom loved AUB," Lana explains, "She used to talk about it a lot, including the tunnel leading to the beach, all her memories." While Lana's dentist dad was born in Lebanon, he studied in France. Lana is now trying to decide which parent's footsteps to follow.

CEC ADMISSION PROCEDURES

The Academic Year at AUB is divided into two semesters, fall and spring, followed by a summer session.

> APPLICATION PROCEDURE

Applications are available at the Continuing Education Center, and can also be downloaded from http://rep.aub.edu.lb/cec/. The application may be typed or legibly hand written and it should be submitted at CEC office accompanied by the following documents:

- One passport size photograph
 - صورة شمسية
- A photocopy of your identity card or passport
 - صورة عن الهوية او جواز السفر
- The grades of the last year in secondary school
- العلامات للسنة الاخيرة من المرسة الثانوية
- A non-refundable admission fee of L.L. 50,000. This fee is deductible from the tuition fees
- يحسم هذا الرسم لاحقا من الرسوم L.L. 50,000 رسم قبول غير مسترد وقرره التعليمية
- A non-refundable placement test fee of L.L. 50,000 for those applying to study English and SAT
- رسم إمتحان التصنيف للغة الإنكليزية وال SAT وقرره 50,000 رسم
- A recommendation letter from current employer, if employed
- للموظف: إفادة تقييم من م_ير المؤسسة التي يعمل فيها
- A residence permit (for non-Lebanese)
- بطاقة إقامة (لغير اللبنانيين)
- For Certificate and diploma Programs:
- لــخول البرامج التي تمنح فيها الشهادات
- a. A certificate of secondary education
- شهادة الروس الثانوية
- b. An English Entrance Examination (EEE) or Test of English as a Foreign Language (TOEFL) Score

إجتياز إمتحان اللغة الإنكليزية EEE أو TOEFL

Please note that submitting the application does not ensure acceptance. Admission is contingent on qualifications and availability of resources. Upon presenting the completed application with all required documentation and being admitted to your desired program of study you will receive additional instructions regarding registration procedures.

All documents enclosed in the submitted application become AUB property and will not be returned to applicants

GENERAL CRITERIA FOR ADMISSION

• For students applying to one of the certificate or diploma programs, a minimum score of 400 in EEE (TOEFL: CBT 163 or IB 57) is required for admission.

Applicants who are graduates of an English speaking university are exempted from the English language test. An applicant might also be required to report for an interview with the program coordinator.

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

The student will have to take more English courses before being allowed to reregister to complete the courses in that certificate program and become eligible for a certificate upon completion of course requirements.

- Students applying for enrollment in English language courses are required to sit for a placement test given at CEC to all new applicants before the semester begins.
- Enrollment in special courses is generally open to all learners from diverse



> educational backgrounds.

ADMISSION FEE

The non-refundable admission fee is deductible from the tuition fees if the student completes his/her registration for the semester indicated in the application form. However, if the student chooses to postpone his/her registration, he/she can register during the one-year validity period of the application, but the admission fee will not be deducted from the tuition fees.

> AUB EEE

Applicants who need to sit for the AUB EEE should register for the test two days prior to the examination day, pay an exam fee of L.L. 50,000, and submit two passport photos and an identity card. Registration and test administration are done in Nicely Hall, Room 500.

STUDENT IDS

CEC students are provided with AUB identification cards which they should carry while on AUB campus. In case the student loses his/her ID card that he/she gets upon registration, s/he can get a new one by paying a replacement fee.

COURSE OFFERINGS

The updated course listing is posted each semester on the CEC website. CEC is under no obligation to offer any of the certificate or diploma courses at all times.

COURSE CANCELLATIONS

CEC reserves the right to cancel any course due to insufficient enrollment or other unavoidable circumstances. All registrants will be notified and a complete refund is made automatically.

STUDENT WITHDRAWAL

Should a student need to withdraw from a course anytime before or after classes officially begin, he/she must inform CEC in writing and return his/her AUB ID (if

> issued). Non-attendance does not constitute official withdrawal.

REFUND POLICY

If, for justifiable reasons, a student decides to withdraw from a course or from courses in which he/she has already registered, fees are refunded according to time of withdrawal as follows:

TIME OF WITHDRAWAL

Prior to the beginning of classes

75%

Prior to the beginning of classes 75%

During the first week of classes 50%

During the second week of classes 25%

Requests for refunds are not accepted after the second week of classes. Upon returning his/her receipt and ID card and completing a request form, the student will be refunded accordingly. However, refundable checks usually take three weeks to be processed.

Any student who obtains an attestation that he/she is registered will not be entitled to any refund at all.

ATTENDANCE

Attendance to all classes is required. A student who is absent one fourth the number of sessions of a course without a valid excuse will not be entitled to a final grade for that course.

READING FACILITIES

Students enrolled in CEC courses are entitled to use the reading facilities at Jafet Library but not to check out books.

CEC students are not entitled to free access to Charles W. Hostler Student Center. Those who want to join can apply for a paid monthly membership.

EXAMINATIONS

Final Examinations are held within one week of the last class session, unless the course instructor specifies otherwise.

HOLIDAYS

> The CEC follows the AUB calendar with respect to holidays.

AUB RULES AND REGULATIONS

All students are expected to abide by the rules and regulations of the University.

ATTESTATIONS

>

Attestations are offered to students who enroll in individual courses to continue their professional development. Request for attestations can be made in person at CEC Office or by sending an email to cec@aub.edu.lb.

During registration and examination periods, attestations are not issued.

GRADING SYSTEM

AUB follows a numerical grading system with all final grades expressed in multiples of one. The University has not adopted an official conversion scale that will allow conversion of numerical grades to grade point averages.

The grading system is as follows:

90-100	Outstanding
85-89	Excellent
80-84	Very Good
75-79	Good
70-74	Fair
60-69	Weak

Below 60	Fail
I	Incomplete
Р	Pass
PR	In Progress
W	Withdraw

REPEATING A COURSE

> A student is not allowed to repeat a course more than once.

GRADUATION REQUIREMENTS (CERTIFICATE AND DIPLOMA PROGRAMS)

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

KAMIL SADEDDINE CONTINUING EDUCATION SCHOLARSHIP

The Continuing Education Center (CEC) of the American University of Beirut (AUB) is proud to announce the Kamil Sadeddine Continuing Education Scholarship. This scholarship fund is made possible by the generous donation of Mr. Kamil Sadeddine, a friend of REP and AUB. This scholarship fund aims to encourage AUB's community members to enhance their education and become more effective employees by pursuing individual courses and professional certificates at CEC. It will allow approximately 50 AUB employees per year to pursue CEC certificates and diplomas. Eligibility criteria for the scholarship are as follows:

- AUB staff member
- Grade 12 or below





JOURNALISM TRAINING PROGRAM

> BACKGROUND

In May 2007, Ms. Sarah S. Alfadl, a Saudi-American lawyer/activist approached the American University of Beirut's Regional External Programs Office to launch an ambitious training project in the Middle East and North Africa catering to Arab print, broadcast and online journalists. The multi-year agreement, resulting in the Journalism Training Program (JTP), aims to provide journalists from the Gulf to North Africa with year-round courses in various topics including basic news reporting and writing, editing, war/safety coverage, elections coverage, environment plus health issues online journalism and media ethics in Arabic, English and French.

JTP plugs the gaps in existing efforts and meets new needs of the media. While the Arab world has seen a proliferation of media in recent years, not all have been adequately serviced by sustainable training to meet their needs and to cope with technological advances.



> Workshops

JTP conducts workshops in media literacy and corporate communications/media crisis management, both at AUB and in-house where requested, and is destined to become a regional hub for Arab journalism training. The following is a brief description of a selection of the workshops:



ENVIRONMENT/HEALTH JOURNALISM: A workshop on how to cover the environment and health matters. It includes definitions of environmental health, government's perspective and legislative concerns, methods of reporting environment and health topics, and health in complex emergencies

CITIZEN / ONLINE JOURNALISM: The training involves writing, photo, audio and video editing and production, linking to other sites, online ethics, podcasting, RSS feeds, packaging stories for multimedia and different platforms, and presentations of the final products.

ELECTIONS COVERAGE: The objective is to improve the reporters' skills in questioning candidates, tracking polls, monitoring legislation, observing vote counting, eyeing funding and maintaining ethical standards.

COMMUNICATIONS/MEDIA CRISIS MANAGEMENT: The focus is on how to deal with the media, how to cultivate contacts, pitching stories, preparing news releases for print, broadcast and online media, setting up a digital newsroom, the role of spokespeople, media ethics, visual identity and one's corporate image.

Public Health Coverage: The objective is to help journalists better understand health matters by focusing on health programs and who runs them, identifying local/regional/international health organizations, media ethics in covering health issues, media's role to report or advocate health matters, medical jargon, interviewing health officials, information gathering, contact lists, covering emergencies and safety for journalists.

MEDIA MANAGEMENT: Arab media landscape, regional and international media trends, global best practices, consumer research and market analysis, importance of building brands across platforms and how to cope with the digital world of multimedia.

INVESTIGATIVE JOURNALISM: Topics include: Initiating stories, gathering information, conducting interviews, using public data, analyzing documents, scrutinizing

details, compiling evidence and producing interesting stories.

MEDIA LITERACY: This workshop tackles "glocalization" of the media, media content analysis, dealing with multimedia and social media, interactivity and "screenagers", digital media filtering, developing media literacy skills, educator's roles, parents' input, critical thinking and empowerment.



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MISSION OF REP

To provide the Middle East and North Africa with world class professional services covering the entire scope of expertise available at the American University of Beirut while reflecting AUB core values and commitment to Service Excellence.

VISION OF REP

To establish AUB as the premier provider of consulting, training and related professional services in all areas of specialization offered by our six faculties in the broader region between Europe and South Asia.