

BE THE BUSINESS DRIVER OF TOMORROW

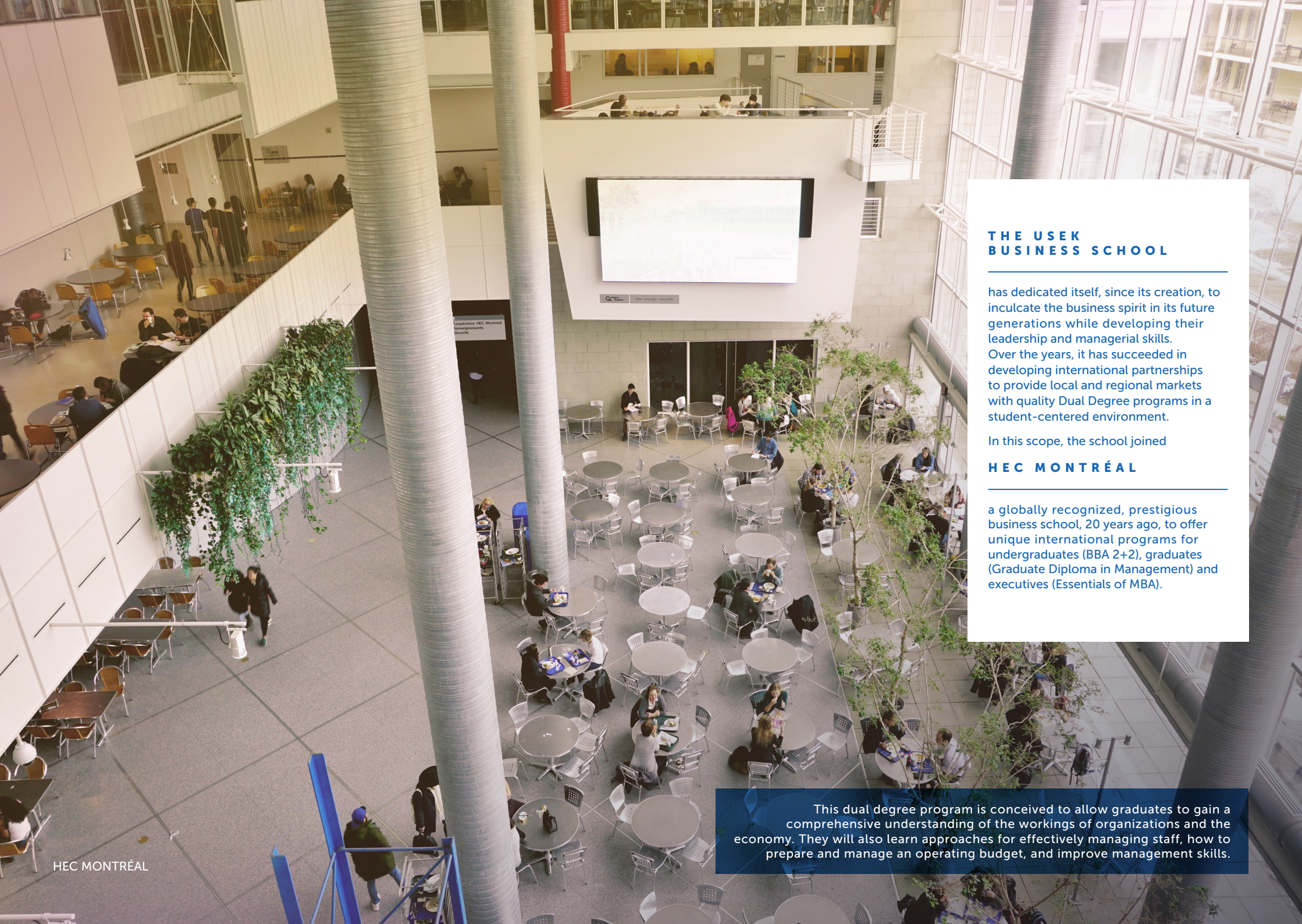
DUAL DEGREE

**MBA - MANAGEMENT AND
INTERNATIONAL AFFAIRS,
USEK BUSINESS SCHOOL**

**GRADUATE DIPLOMA IN
BUSINESS ADMINISTRATION,
HEC MONTRÉAL**

HEC MONTRÉAL





THE USEK BUSINESS SCHOOL

has dedicated itself, since its creation, to inculcate the business spirit in its future generations while developing their leadership and managerial skills. Over the years, it has succeeded in developing international partnerships to provide local and regional markets with quality Dual Degree programs in a student-centered environment.

In this scope, the school joined

HEC MONTRÉAL

a globally recognized, prestigious business school, 20 years ago, to offer unique international programs for undergraduates (BBA 2+2), graduates (Graduate Diploma in Management) and executives (Essentials of MBA).

This dual degree program is conceived to allow graduates to gain a comprehensive understanding of the workings of organizations and the economy. They will also learn approaches for effectively managing staff, how to prepare and manage an operating budget, and improve management skills.

PROGRAM HIGHLIGHTS

- Delocalized program at USEK using a dynamic and hybrid approach to international management practices.
- Taught by international experts recognized in their fields using interactive teaching approaches to enable candidates to deal with the dynamics of the global business world.
- Rigorous academic environment where real-world cases are debated to develop the students' leadership and managerial skills with respect to ethics and sustainable development.

PROGRAM STRUCTURE

The program is composed of **39 credits**¹ over a minimum of **2 years** including a professional thesis that guarantees the application of theories learned. Courses are taught in **English** in blended mode through **online** and on **face-to-face**.

COURSES

- Fundamentals of Management
- Accounting Information
- Marketing
- International Context of the Firm
- Human Resource Management
- Management Change
- Corporate Finance
- Decision Support Models
- Theories and Practices of Negotiation
- Business Strategy
- Case Study Research Methodology
- Analytical Report
- Quantitative Research Methods

ADMISSION

This Dual Degree is open to business and non-business applicants fulfilling the following criteria:

- Hold a Bachelor's degree in any major with a minimum GPA of 70/100;
- Pass the compulsory entrance exams of the USEK Business School (written and oral);
- Have a minimum of 79 on the TOEFL-IBT electronic version or to be in Band 6 on the IELTS unless candidates have finished their studies in an English high-school or university;
- Pass the oral interviews conducted by HEC Montréal and USEK jury members;
- Documents needed:** USEK and HEC Montréal application forms available at the Admissions Office;
- Two letters of recommendation highlighting the applicant's academic and/or work experience;
- Curriculum Vitae.

AT A GLANCE

HOLY SPIRIT UNIVERSITY OF KASLIK (USEK)

Founded and managed by the Lebanese Maronite Order (OLM), USEK is a private Catholic institution of higher education, providing an education closely linked to scientific research and to the professional environment.

USEK in numbers:

- 7,500 students
- 4 campuses
- 12 Faculties

USEK BUSINESS SCHOOL

- Founded in 1966 and dedicated to teaching students how to manage organizations in the scope of sustainable development;
- Specializations in both English and French languages at undergraduate, graduate and post-graduate levels;
- The first School in the Middle East to receive in 2015 the BSIS label by EFMD & FNEGE pertaining to its impact on its local and regional community.

HEC MONTRÉAL, THE OLDEST BUSINESS SCHOOL IN CANADA

- Founded in 1907, HEC Montréal is the first business school in North America to hold the three most prestigious accreditations in management education: AACSB International, AMBA and EQUIS. HEC Montréal trains 7,000 executives and managers a year.
- Deemed among the best business schools in the world according to Forbes, Financial Times, AméricaEconomía and Expansión.
- Plays a major leadership role in research thanks to 31 research chairs (including 23 research and knowledge transfer units).
- More than 290 lecturers who teach in more than 100 management programs, from BAA to PhD.
- More than 14000 students, of which 31% come from abroad.
- Is an influential business network consisting of more than 91 200 alumni around the globe.
- Offers remote access to the largest bilingual business library in Canada.



USEK

¹Non-business students will have to follow 12 additional credits.

Do you want to hone your knowledge and your skills? Remain competitive in today's labor market? Re-invent ways of doing business and develop innovative approaches to ever-evolving challenges?

Then this program is your clear choice! Whether it is at a regional, national or international level, competition is intensifying and the pace of work is accelerating. Be among the graduates of this Dual Degree program with USEK and HEC Montréal in Lebanon: a real boost for your career!



TESTIMONIALS



ELIE KHALIL

Class of 2018 – with honors

Telecom Engineer, Alfa, Lebanon

During this program, we had the chance to meet some top-notch HEC Montréal professors with whom we went through a valuable content that was presented in a versatile and contemporary manner. I loved the experience and exposure! A multicultural approach. We went over different cultural approaches to management. The legacy business rules were merged with modern approaches, and the classes were fun, interactive and near the real world. Work is needed in and out of class, but we were in touch with real case scenarios. On the personal level, my knowledge grew extensively on different levels and aspects. This additional knowledge was needed to top-up my basic engineering education. It is therefore easier now to run projects that have an affiliation with functions such as marketing, finance and accounting. Finally, there is now a potential for a startup development, and I have all the tools and utilities to lead it.



LAUREN KARAM

Class of 2018

Sales and Marketing Department, ATCO SAL, Lebanon

While completing the USEK – HEC Montréal dual diploma, I had the honor to meet exceptional professors and not only learn from the courses' theories, but also from their experiences as professionals. This program was also an opportunity to meet classmates from many backgrounds and create fruitful relationships both on a friendly and professional levels. This program was carefully constructed to be convenient for individuals who have demanding work schedules, and both the online and in-class sessions are clear and well-presented. I would recommend this program to professionals from all backgrounds who are interested in building knowledge and experience through practical and theoretical approaches that will undoubtedly create a positive shift in their career, as it did with mine.



KARIM YAMMINE

Class of 2016

Regional Supply Chain Coordinator
Janssen-Pharmaceutical companies of
Johnson & Johnson, Lebanon

The courses offered in the scope of the USEK – HEC Montréal dual diploma covered a lot of information, the structure was clear, logical and effective. But it wasn't just about the new knowledge. The main benefits came from the interactions and collaborations between us as students and our instructors; these interactions opened a wide door to understand multinational business and cultural diversity aspects. This format gave me the confidence to implement new techniques on the professional level and created "the think outside the box" mind-set, in contrast to my past failed attempts. I didn't just learn "how" to perceive business strategies – "what" to perceive and "why" to perceive also became much clearer. Obtaining an international degree from HEC Montréal boosted my professional career and enabled my move from a local to a multinational company.



RABIHI READY

Class of 2016 - with honors

Owner and Managing Director at "Rajna General Trading"
Founder, Owner and Managing Director at "PLANE" projects
and event organizers, Lebanon

USEK – HEC Montréal dual diploma provided me with an added value on both professional and personal levels. It helped me develop entrepreneurial capacities and a large set of skills that enhance empowerment and creativity. What I found interesting in this program is that it gives the opportunity to interact with people from different cultural, educational and professional backgrounds, which enriches the discussions and brings different perspectives to address real-life challenges. It is also worth mentioning that all the teaching and learning activities were conducted in a pleasant atmosphere with friendly and highly qualified professors. I hope that by applying what we have learned in this program and by sticking to our national values we will be able to achieve our goals and contribute to build a better Lebanon.



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