



**International
Hotel and Tourism
Management Program**
in partnership with
Le Cordon Bleu

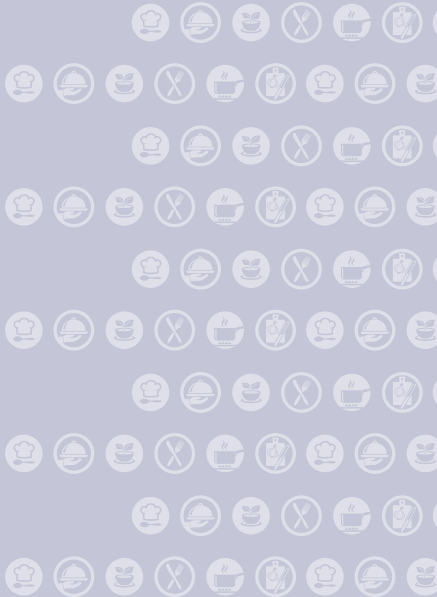




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Introduction

International Hotel and Tourism Management program in partnership with *Le Cordon Bleu*

Today, *Le Cordon Bleu* has more than 35 institutions in 20 countries worldwide (Latin America, Australia, Europe, Asia, and the Middle East) with approximately 20,000 students representing more than 100 nationalities trained every year.

Le Cordon Bleu's mission is to preserve and pass on hospitality traditions and culinary arts industry know-how.

With its business diplomas, *Le Cordon Bleu* proclaims a new era of entrepreneurial and executive talent for hotel management and tourism industry.

The way *Le Cordon Bleu* matches each business program denotes a new maturity, considering key industry factors and resulting in an education that encompasses all traditional business diploma elements and so much more.

These various diplomas are based on management, notably in the hotel management and tourism fields. For those who wish to enroll in this program, the knowledge and skills embedded in the diplomas complement the passion, motivation, and commitment needed to reach top levels in the industry.



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Dean's Word

Greetings from USEK's hospitality world!

USEK puts a strong emphasis on creating a supportive and professional environment to help our students grow and pursue their own goals. Since 2004, the prestigious management and culinary school institute *Le Cordon Bleu* has partnered with our Hotel Management Department, allowing our students to enroll in a range of theoretical and practical courses tailored to position them for prosperous careers in Lebanon and abroad. Many classes of hotel management students have graduated thus far, providing the market with a skillset blending French culinary traditions and the essence of Lebanese entrepreneurship.

Our students choose USEK with the hope of participating in a top-notch educational experience, becoming active members of the alumni community, and graduating as professionals in their respective fields.

Thank you for your interest in our programs and we look forward to having you among us. You can contact us anytime whether by phone, via email, or on social media (Facebook and Instagram).

DANIELLE KHALIFE, PhD

Dean of the USEK Business School

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USEK at a Glance

The Holy Spirit University of Kaslik (USEK) is a Catholic higher education institution founded and administered by the Lebanese Maronite Order (OLM) to offer an education closely linked to scientific research and the professional environment.

Since its foundation in 1938, USEK has been a source of quality education and culture aiming to establish a community that reveres freedom of thought and expression while emphasizing critical reflection.

Faithful to the traditions of its founders, the University's mission revolves around the education of young people in a multicultural environment free from discrimination and exclusion.

USEK academic programs, degrees, and curricula are all accredited by the Lebanese Government. Today, the University welcomes more than 7,000 students across its 7 academic units, offering a broad curriculum of high-level educational opportunities.



The Guest House

The USEK Guest House was renovated in 2013, combining Lebanese tradition with modernization. It contains 12 fully equipped rooms, a small laundry, and a central kitchen for students to practice their cooking sessions and live demonstrations. It is managed by the Business School's Hotel Management Department, which assists its students in regularly organizing culinary activities and events for corporate representatives of the local hospitality industry. The Guest House welcomes visiting professors and speakers and offers them full complementary accommodation, internet, and laundry services.



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Culinary Courses

Since September 2017, USEK has been offering 2 culinary courses as part of its Hotel Management program at *Le Cordon Bleu's* School in Tabarja, Lebanon. The courses taught by experienced chefs are held in *Le Cordon Bleu's* modern classrooms and professional training facilities.



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President's Word

Bienvenue!

Today, *Le Cordon Bleu* is present in 20 countries with 35 international institutes, teaching and delivering culinary and hospitality curricula attended by more than 20,000 students every year.

Following its expansion worldwide, Lebanon was a natural choice for a new *Le Cordon Bleu* implementation. A touristic hub in the Middle East as well as a historical and cultural gateway to the region, Beirut has long been a challenge eyed by the school.

Responding to the increasing demand of the international industry, *Le Cordon Bleu* has developed a panel of academic and pedagogical programs from associated degrees to masters' degrees in international restaurant business, tourism, and hospitality in addition to conventions and events accredited by numerous countries.

By establishing a relationship with USEK, *Le Cordon Bleu* has combined innovation, creativity, and authenticity to offer a degree in International Hotel and Tourism Management in Lebanon.

Founded on a long tradition of excellence, the school enjoys an enduring solid reputation by keeping its courses thoroughly modern and industry relevant. With innovation and new technologies, *Le Cordon Bleu* constantly adapts its academic programs through internal quality control audits adapted to the future needs of tourism and hospitality services.

Le Cordon Bleu curricula will bring you the strong foundation and expertise required at the highest level in the world of business and management to become hotel and resort executives, business consultants, entrepreneurs, and research specialists in cultural tourism.

Le Cordon Bleu's bachelor's degrees are a real passport for a great career. Excellence combined with innovation – *Le Cordon Bleu!*

We invite you to read through our brochure and look forward to welcoming you in our leading environment.

ANDRÉ COINTREAU
President and CEO, *Le Cordon Bleu International*





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About *Le Cordon Bleu*

The Origins of *Le Cordon Bleu*

Synonymous with culinary excellence, the expression "*Le Cordon Bleu*" originates from the blue ribbon used to symbolize the Order of the Holy Spirit, created in 1578 by Henri III, King of France.

In 1895, the journalist Marthe Distel introduced the weekly magazine *La cuisinière cordon bleu* and the school was opened shortly after. The international reputation of *Le Cordon Bleu* spread rapidly. In 1927, the Daily Mail of London referred to *Le Cordon Bleu's* "Babel of nationalities." One great chef after another passed through the doors of the school, including Henri-Paul Pellaprat who taught there for 32 years. It is under the influence of Auguste Escoffier that the French cuisine was codified.

In 1953, the success of *Le Cordon Bleu* London was ensured after it was chosen to prepare the dinner for the coronation of Queen Elizabeth II, for which it created its famous "Coronation Chicken" recipe.

Developments at *Le Cordon Bleu*

In 1984, André J. Cointreau, a direct descendant of the founders of Cointreau liqueur and Rémy Martin cognac, became president of *Le Cordon Bleu*. In 1988, *Le Cordon Bleu* Ottawa was created, followed in 1991 by a school in Tokyo.

Because *Le Cordon Bleu* is renowned for its teaching methods and technical expertise, the People's Republic of China financed in 1995 the cost of sending 5 chefs from Shanghai to train at the school. Similarly, following the successful opening of *Le Cordon Bleu* Adelaide in 1993, the government of New South Wales asked the school in 1996 to train its chefs and hotel staff for the 2000 Olympic Games held in Australia.

In light of the increasing demand from students, professionals, and governments, *Le Cordon Bleu* continues to expand with the creation of new programs and institutes in Japan, Korea, Peru, Mexico, Spain, Malaysia, Turkey, India, China, and Lebanon.

The official inauguration of the new *Le Cordon Bleu* Paris campus took place on October 10, 2016.

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The Courses

Our 99-credit program encompasses the following courses exclusively offered in English:

Courses – Passing Grade 60/100		Credits	Prerequisites
General Education Requirements – 21 credits			
ENG240	English Communication Skills	3	ENG140
GEAD	Artistic Discovery	3	None
GEHS	Lebanese History and Legacy	3	None
GEIT	Digital Literacy and Information Technology	3	None
GEMG	Career Management	3	None
GERE	Intercultural and Religious Fluency	3	None
GESH	Sciences and Health	3	None
Business Core Courses – 18 credits			
DRT223	Business Law	3	None
MAT216	General Mathematics	3	MAT110
MGT220	Principles of Management	3	ENG140
MGT330	Human Resources Management	3	MGT220
STA220	Probability and Applied Statistics	3	None
Emphasis Requirements Courses – 54 credits			
ACT230	Hospitality Accounting	3	None
LCB213	Hospitality Business Communication	3	ENG240
LCB220	Food and Beverage Service Operations	3	ENG240
LCB221	Hospitality and Tourism Marketing	3	ENG240

LCB226	Oenology	3	None
LCB230	<i>Le Cordon Bleu</i> Kitchen A	3	LCB255
LCB235	<i>Le Cordon Bleu</i> Kitchen B	3	LCB230
LCB246	Hospitality Purchasing Management	3	LCB200 MGT220 ACT230
LCB250	Food and Beverage Cost Control	3	ACT230
LCB255	Hygiene and Security	3	ENG240
LCB305	Food and Beverage Management	3	LCB200 – LCB220
LCB310	Catering and Events Management	3	LCB305
LCB325	Strategic Management for the Hospitality Industry	3	LCB221 – LCB305 MGT220
LCB400	Facilities and Property Development Management	3	LCB255 – LCB310
LCB441	Rooms Division Management	3	LCB200
LCB260A	Internship I: Food and Beverage	3	None
LCB260B	Internship II: Rooms Division	3	LCB206A
LCB200	Introduction to Hospitality Management	3	ENG240
Business Electives – 9 credits (chosen from the below)			
LCB240	Bar and Beverage Service Operations	3	None
LCB410	Quality Management in Hospitality	3	MGT220
LCB415	Hospitality Protocol and Etiquette	3	None
MGT320	Organizational Behavior	3	MGT220
MGT415	Small Business Management	3	MGT220

Course Descriptions

Common Courses:

LCB200: Introduction to Hospitality Management

This course offers a comprehensive overview of the fascinating areas of the hospitality industry. Some of the topics covered in this course are the concept of service, the lodging industry, the restaurant business, institutional foodservices, tourism, gaming entertainment, leisure, and recreation. Students will be introduced to the basic managerial functions and how they relate to the hospitality industry. The course also familiarizes the students with career opportunities and introduces them to large hospitality organizations and companies. Prerequisite: ENG240

LCB213: Hospitality Business Communication

In this course, students apply business communication principles through the creation of effective business documents and oral presentations. The course also includes studying and applying teamwork skills and using technology to facilitate the communication process. Prerequisite: ENG240

LCB220: Food and Beverage Service Operations

This course covers the basic functions of the food and beverage service and introduces students to a server's job, types of establishments, and different types of service. Some current issues, such as embracing diversity, preventing harassment, and maintaining a drug-free work environment are also discussed. The course covers both theoretical and practical aspects of food and beverage service, allowing students to practice and participate in real-life service in addition to attending lectures in classroom settings. Students will also be practicing and participating in real-life service. Prerequisite: LCB200

LCB 226: Oenology

The main purpose of this course is to acquaint students with basic knowledge of wine and wine production. Students will acquire knowledge about wine making throughout the world, the different grape varieties, wine ageing, and matching wine with food. Prerequisite: None

LCB230: *Le Cordon Bleu* Kitchen - A

This practical course aims to introduce students to the world of culinary food. Students will acquire basic cooking techniques and knife skills and learn how to read and cook international recipes that will enhance their culinary know-how and integrate them to the world of gastronomy. Prerequisite: None

LCB235: *Le Cordon Bleu* Kitchen - B

This advanced practical cooking course aims to significantly integrate the students into the culinary domain. In this context, diverse international recipes will be carefully demonstrated with professionalism and art. Prerequisite: LCB230

LCB255: Hygiene and Security

This course aims to shed light on the fields of food safety and employee health and safety in the hospitality industry. Students will be prepared to face the challenges of food safety management, as this is considered essential in this type of business. More specifically, this course teaches the students hygiene and sanitation methods and principles as applied in the market and introduces them to the practical implementation of the current food safety management systems, such as HACCP and ISO 22000:2005. Moreover, students will learn the principles related to employee health and safety in the workplace to make their organization more productive and efficient. Prerequisite: ENG240

LCB260A: Internship I: Food and Beverage

LCB260B: Internship II: Rooms Division

These courses allow students to apply knowledge and skills acquired at the University in a real-life setting. The main goal is to obtain the hands-on experience needed to qualify for a good entry-level position in hotels, restaurants, or food service establishments. Moreover, students will learn how to create and write a professional report with emphasis on their experience in the hospitality industry. The courses are thus practical and theoretical in the sense that students participate in theoretical classes at the University and partake at the same time in a training program at a recognized hospitality establishment. LCB260A: Prerequisite: None. LCB260B: Prerequisite: LCB260A

Major Courses:

LCB221: Hospitality and Tourism Marketing

This course describes service marketing as applied in the hospitality and tourism industry, including but not limited to: unique attributes of service marketing, consumer orientation, understanding consumers and consumer behavior, market segmentation principles, and target marketing as well as promotion and planning/pricing theory and practices. Prerequisite: ENG240

LCB246: Hospitality Purchasing Management

This course presents a comprehensive introduction to the basic principles of purchasing food, beverages, and furniture, fixtures, and equipment (FFE). Topics include writing product specifications and ordering, supplier selection, and store management and negotiations. The emphasis is on how to make effective managerial purchasing decisions. The course clarifies the relationship between food

specifications and purchasing methods, while enhancing students' organizational skills in the administration of a successful purchasing department. Prerequisites: LCB200, MGT220, ACT 230

LCB250: Food and Beverage Cost Control

This course provides a fresh and realistic approach to the control and management of resources in the challenging hospitality industry. Students will become aware of the challenge of controlling resources and using them for their intended purposes if an operation is to be successful. The course includes the financial aspect of food and beverage operations, the methods to be used for an efficient control process, and the strategies to be adopted when pricing any product. Prerequisite: ACT230

LCB305: Food and Beverage Management

This course covers the needed managerial tools to plan, organize, lead, and monitor an effective and efficient food and beverage operation. Reflecting on the financial aspects of food and beverage operations, this course also includes a part about operations, production, and the stock flow cycle. Moreover, the course covers the complicated process of creating and opening a restaurant, creating a restaurant concept, developing a menu, hiring and selecting staff, and marketing. Prerequisite: LCB220

LCB310: Catering and Events Management

This course is designed to address the complex operations of catering and events. Two major areas are under focus: the on and off premises catering for business functions, and the management of large-scale and special events. The course also includes the planning and execution of a real-life event. Prerequisite: LCB305

LCB325: Strategic Management for the Hospitality Industry

This course introduces students to the strategic management process with a focus on the hospitality industry. Students will learn about the external environment and stakeholders, and how these impact on an organization. Moreover, students will become familiar with how to perform an internal analysis of a company and how to formulate and implement strategies at different levels within the organization. Focusing on global strategic management issues, the course introduces students to topics such as market entry tactics, international market selection, and stakeholder management in foreign environments. Prerequisites: LCB221, LCB305, MGT220

LCB400: Facilities and Property Development Management

This course introduces students to facilities management from concept and feasibility planning and space/architectural design to construction and procurement management. Topics covered include setting appropriate facilities requirements, layout and detailed design, and the financial framework. Special emphasis is given to preventative maintenance programs, such as energy management, basic building systems, design and operations, as well as security and control efforts. Prerequisites: LCB255, LCB310

LCB411: Rooms Division Management

This course acquaints the students with the operations and procedures of the Rooms Division department of a hotel. Some of the topics covered in this course include hotel organization and interdepartmental communications, property management systems, reservations, revenue management, security issues, executive housekeeping, and environmental management and sustainability. The purpose of the course is to enable students to develop the knowledge and skills needed to control, supervise, and manage the front office, housekeeping, and security departments within the rooms division of international hotels or resorts. Prerequisite: LCB200

Major Electives:

LCB240: Bar and Beverage Service Operations

The main purpose of this course is to acquaint students with basic knowledge of alcoholic beverages, such as beers, ciders, meads, and sake, in addition to the 5 main spirits: whisky, gin, vodka, rum, and tequila as well as arak, Lebanon's national drink. The course also covers the distillation process, how to manage a bar in the most successful way, and the basis of mixology. Prerequisite: None

LCB410: Quality Management in Hospitality

This course aims to prepare students to face the challenges of quality management in the hospitality industry by enabling them to understand that measuring and improving quality is both a primary component of, and an important competitive advantage in the hospitality field. More specifically, this course teaches the students quality management methods and principles as applied in the market and how to use practical skills to make their organization more productive and quality oriented. Prerequisite: MGT220

LCB415: Hospitality Protocol and Etiquette

This course will provide an overview of general protocol and etiquette in the hospitality industry. Students will learn about soft skills and social intelligence, correct behavior, and proper communication techniques as applied in the real world. The course also covers topics, such as international etiquette, presentations, and public speaking as well as conflict resolution with a focus on the hospitality industry. Role playing games and class participation are important aspects of this interactive course. Prerequisite: None





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Testimonials

Najem Atmeh – Chef/owner at Ayla Restaurant, Lyon (France)

I came to USEK with lots of dreams and ambitions. A well-thought-out program, professional instructors, and a lot of hard work helped me gain all the skills and knowledge needed as well as the self-confidence to use them.



Saad Youssef – Group Director of Operations at The Blowfish Group (Nigeria)

Determination is your compass. Discipline and patience are your strength. Consistency is everything. As a USEK hospitality management alumnus, I was provided with the right tools from the best instructors to succeed in this industry.



Joelle El Hajj Moussa – Reservations Specialist at Corporate Stays, Montreal (Canada)

Through proper mentoring by veterans and professionals at USEK/*Le Cordon Bleu*, I was able to acquire not only theoretical knowledge of today's complex world of hospitality, but also comprehensive and practical insight into every aspect of the profession. I strongly believe that passion, dedication, and resilience are key to a breakthrough into a career in hospitality.



Joyce Makary – Financial Controller at Le Cordon Bleu-owned Burj on Bay Hotel, Kfar Yassine (Lebanon)

As a Financial Controller at *Le Cordon Bleu* Lebanon, I am extremely proud to say that I am an alumna of USEK's Faculty of Business and Commercial Sciences. My degree has given me the skills I needed to succeed in my profession, teaching me the fundamentals of business and management that are integral to the advancement of my career to this day.

Contact us

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