

ABOUT CBA

CBA Vision

The College of Business Administration aims to gain recognition as a premier innovative institution of business education in the region.

CBA Core Values

- Academic freedom of inquiry
- Excellence through innovation
- Ethical and socially responsible conduct
- Tolerance and diversity
- Personal initiative and individual responsibility
- Teamwork, collaboration and cooperation
- Continuous improvement and innovation

Connect with us

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Rafik Hariri University
جامعة رفيق الحريري

COLLEGE OF BUSINESS

CBA
ADMINISTRATION

Better Business For A Better Community

Why choose the CBA

01

EXCELLENCE IN EDUCATION

A recent survey of companies participating in our internship COOP program showed that 92.5% of our students are rated above industry's average. Joining the College of Business Administration will give you the opportunity to acquire a high quality business education.

02

WELL-ROUNDED PREPARATION

Our programs are based on a modern educational philosophy of proficient and specialized functional business knowledge. When you join the College of Business Administration, you will gain contemporary education benchmarked against industry requirements and international standards.

03

APPLIED KNOW-HOW

We incorporate knowledge of best practices, technical know-how, and application of theory into real life business situations throughout all courses. You will be equipped with specialized knowledge and the ability to relate and apply this knowledge immediately.

04

LEADERSHIP DEVELOPMENT

We consider personal and leadership development as a priority throughout all programs. The CBA's Community Engagement Experience initiative challenges students to develop leadership skills early on, while contributing to the development of the community.

05

EMPLOYMENT OPPORTUNITIES

34% of our graduates are offered employment opportunities while still in the COOP program. In addition, 91% of companies are willing to extend the training program for one additional period.

06

ONGOING STUDENT SUPPORT

Joining our college will make you part of the family. We build professional relationships with our students and alumni inside and outside classroom. Our students enjoy a host of support services designed to help them succeed, including, but not limited to, assignment of mentors-advisors, peer-to-peer learning through the Student Learning Support Center, and provision of financial aid.



The CBA's Approach

At the College of Business Administration (CBA), business education is first and foremost a passion. Your success and prosperity is our objective and we are passionate about it. How do we do it? Each and every one of our world class faculty members takes the success of each and every one of our students as his/her cause. By the time you graduate, you will be well equipped and prepared to face the world and make your mark on it. This is our commitment to you and our community.



All CBA programs integrate four main objectives: Specialized Knowledge, Professional Placement, Way of Thinking, and Growth Potential.



Our approach at the CBA is to open the doors for our students to realize their potential as business leaders oriented towards their society and community.



We are pioneers in Cooperative Education (COOP). Our students have the opportunity to participate in a structured 8-week practical training in the country's and region's best companies.



At the CBA, classroom learning is only part of the story. Societies, clubs, competitions, guest speakers, sports, and cultural activities are only a few of the wide ranging activities we make available to you to learn and grow while you have fun.



At the CBA, we emphasize small class size. This gives you a great advantage as it enables you to have quick access to instructors and advisors alike. You will receive proper care and personalized attention throughout the way.

THE COLLEGE OF BUSINESS ADMINISTRATION

"I have never developed such a strong sense of belonging to a place the same way I do to RHU. The professors are the ones that reach out to the students until they see that they've reached their potential and are ready to fly on their own. As for the friends you're going to make at RHU, I can promise you a lifetime of memories with them."

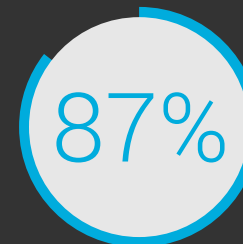
Aya Zaidan, RHU CBA Graduate
Class of 2016

DEPARTMENT OF MANAGEMENT & MARKETING STUDIES

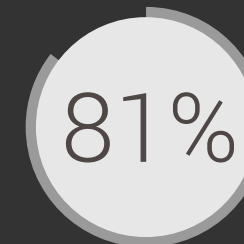
AVAILABLE MAJORS

- ☒ **HUMAN RESOURCE MANAGEMENT**
This program offers students a unique experience into the operational and strategic activities of the HR function in organizations. It presents a thought-provoking curriculum flavored with experiential learning opportunities, and taught by experienced and internationally certified faculty.
- ☒ **MANAGEMENT**
This program offers students an exceptional knowledge of the field of management and administration. Our experienced and dedicated faculty delivers a state-of-the-art curriculum that balances theory and practice and prepares graduates for managerial and administrative positions in various types of organizations.
- ☒ **MARKETING**
This unique program provides students with an extensive and thorough background of marketing principles, strategies, and practices. Qualified and industry certified faculty prepare students for positions in sales management, brand management, marketing research and analysis, and customer relationship management.
- ☒ **MARKETING AND ADVERTISING**
This program is designed to prepare graduates for successful careers in the media and advertising industry or in marketing communication positions which require expertise in both marketing and advertising. It is founded upon general marketing knowledge with additional technical and specialized knowledge in advertising, public relations and mass communication.

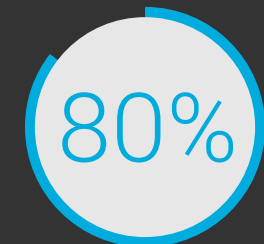
According to employers,
our **students** exhibit



Ability to apply
knowledge



Leadership &
initiative behavior



Analysis & critical
thinking

What **employers** say...

BURGAN INSURANCE | LEBANON

"RHU's Marketing graduates have perfect academic preparation."

JUBAILY BROS. | LEBANON

"RHU is well preparing potential employees to face tomorrow's challenges"

TEAM INTERNATIONAL | LEBANON

"Our cooperation with RHU Business students has been a successful experience and highly appreciated."

DEPARTMENT OF FINANCIAL STUDIES

AVAILABLE MAJORS



ACCOUNTING

This program offers students exceptional knowledge and professional competence. The program covers topics such as: financial reporting and analysis, taxation, cash management, budgeting and cost controlling, decision making, internal control, and legal compliance. There are two sub-tracks in this program: Financial Accounting and Management Accounting.



BUSINESS IT MANAGEMENT

The Business IT Management program combines business with information technology to enable students to acquire a thorough understanding of how information technology and computer applications improve effectiveness, increase efficiency, and facilitate the conduct of business. Students are trained in the business uses of database management, programming, networking, telecommunication, electronic commerce, and on-line web development.

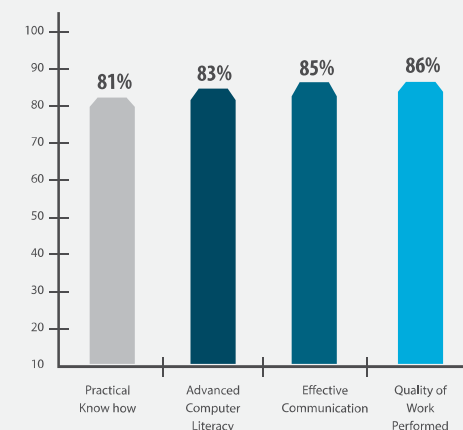


FINANCE AND BANKING

This program is carefully designed to prepare students for successful careers in finance, financial management, the financial services industry, and the banking sector. Its scope extends to include investments, financial derivatives, risk management, and international finance. The program offers a balanced blend of economic and financial theories with general and industry-specific applications carefully designed to ensure an effective level of financial knowledge and competence.

THE COLLEGE OF BUSINESS ADMINISTRATION

NATIONAL & INTERNATIONAL
LEADING FIRMS
TRUST OUR GRADUATES.



WHAT LEADING FIRMS SAY
ABOUT OUR STUDENTS, AND
PROBABLY YOU IN THE FUTURE!

"RHU students are the future of hope! They are not simply RHU students; they are the people that we count on to always be there for us in all the circumstances."

CHILDREN CANCER CENTER | LEBANON

"Hardworking interns, with very good communication skills. They are recommended for recruitment."

BANKMED | LEBANON

THE MBA PROGRAM

The **Master of Business Administration (MBA)** program at the College of Business Administration (CBA) is carefully crafted and continuously reviewed and updated. It allows students interested in advanced studies, to pursue their ambitions, within the framework of adding value to the betterment of society and humanity.

The program blends contemporary theories with real world applications and best practices, in the context of international standards and expectations. Accordingly, teaching methods and approaches emphasize the case method, learning by doing, and thoughtful integration of on-line and information technologies.

The **Masters of Business Administration** with specialization in **Oil & Gas Management** is the first and only one of its kind in Lebanon and the region. It combines the advanced business, management and leadership skills with the technical energy, oil and gas knowledge needed to seek and succeed in middle and senior level careers in the energy, oil and gas industry nationally, regionally or worldwide. Petroleum professionals, engineers, and business graduates are invited to join this unique graduate program.

OUR STUDENTS ARE OUR PRIORITY

Your experience at Rafik Hariri University, and in particular at the College of Business Administration, is a **LIFETIME EXPERIENCE**. In addition to the quality of education and the personalized care, we build professional relationships with our students and alumni inside and outside classrooms. At the College of Business Administration, **WE CARE**.



SALAH EL MALLA

Regional Brand Manager | JOTUN Paints | UAE

"The importance of RHU's CBA curriculum lies in its ability to provide a holistic understanding of marketing, allowing me to see the central role it plays on a strategic level and its important contribution to business success. The practical side of my education be it the COOP experience or the application projects we did in major courses, made me ready to face the real world beyond theory and textbooks."

ABBAS DAHER

Senior Manager | Ernst & Young | MENA

"Although, at my time, RHU was still at early infant stages, its reputation as a quality education provider that matched long-serving leading educational organizations in Lebanon was a reason for me to join RHU – CBA and to be later selected in my current job at EY. As a proud RHU Alumni, I am confident that the future holds more success stories as the past was built on strong and visionary foundations."



NOUR EL ASSAAD

Founder & Managing Director | No Label | Middle East

"When you are a fresh graduate you enter the workforce both scared and excited, this was me some years ago. But when I actually started my career, I realized that the years I have spent and RHU not only did equip me with the practical and social skills I need, but also gave me a hands-on experience which was an instant boost to both my Career and self-esteem to realize I am locked and loaded!"

DIMA GHAZLEH

HR Recruitment Officer | Jubaili Bros. | Lebanon

"Despite being one of Lebanon's youngest universities, RHU has established itself as a leading education institute delivering highly skilled and talented candidates to the work market. As a Recruiter, I have witnessed firsthand; the capabilities and fine structure of my fellow RHU alumni."



Life at the CBA

Prominent Guest Speakers



Saad Andary
Vice Governor of
Banque du Liban



Sami Haddad
Former Minister of
Economy in Lebanon

Active Societies & Clubs



Management Society
HR Workshop



Marketing & PR Society
"Go Healthy" Campaign



The Annual Open House

Civic Engagement

