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Welcome to the Latest Edition of Our School of Business Newsletter

Welcome to the latest edition of our School of Business newsletter, where we are proud to spotlight the excellence and innovation that define our community. Our School of Business is dedicated to shaping future leaders and innovators who drive progress and impact in the global market. Within this dynamic environment, the Management Information Systems department stands out as a beacon of technological advancement and strategic insight. Our BMIS program not only equips students with cutting-edge technical skills but also empowers them with the analytical prowess to transform data into actionable business solutions. Join us in celebrating the achievements, opportunities, and forward-thinking vision that make our School of Business and BMIS department a cornerstone of academic and professional excellence. We hope you enjoy reading this issue and the many upcoming issues tailored for each department.

Sincerely,
Ali Jawad
BMIS Student



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Incorporating LIU's Core Values in the BMIS Department: A Message from the Chairperson



At the Management Information Systems Department at LIU, our mission is driven by LIU's core values of excellence, collaboration, innovation, and compassion. I am proud to share how these values shape our program to prepare our students for successful careers and positive societal impact.

We strive for excellence by continually updating our curriculum to meet industry needs. Recently, we introduced a new course, Information Systems Security, to address the demand for professionals skilled in protecting and managing information systems. We also recruit top-notch instructors and regularly refine our curriculum to incorporate the latest technological advancements and industry trends.

Collaboration is key to success in today's interconnected world. Our department promotes a collaborative culture through group projects, interdisciplinary courses, and industry partnerships. We offer numerous seminars, workshops, and bootcamps that provide opportunities for students to work together and learn from each other. Notable events include the E-Business Competition, E-Commerce and Social Media Bootcamp, and Database Management Workshop, providing hands-on experience and networking opportunities.



Innovation is at the heart of the MIS field, and we strive to instill this value in our students. Our curriculum is designed to encourage creative thinking and problem-solving. We stay abreast of the latest technological advancements and integrate them into our courses. Our faculty and students are involved in cutting-edge research that contributes to the advancement of the field. Additionally, students become more innovative by participating in competitions and hands-on seminars like the E-Commerce Competition and various bootcamps we offer. By fostering an environment that encourages experimentation and creativity, we help our students develop innovative solutions to complex problems.

Compassion guides our commitment to student support and community engagement. We offer personalized support, guidance, and mentorship to help students succeed. Additionally, we encourage community engagement through volunteer work and service-learning projects, helping students develop empathy and social responsibility.

These values prepare our students to excel in their careers and become responsible, ethical, and compassionate leaders in MIS. We are proud of our achievements and look forward to continuing our mission of excellence.

Dr. Sarah Chahine
BMIS Department Chairperson

Unlocking Potential in the Digital Age: The Importance of Pursuing MIS

Encouraging students to pursue Management Information Systems (MIS) is paramount in today's digital age. MIS blends business and technology, providing students with a comprehensive understanding of how information systems can enhance organizational effectiveness. By studying MIS, students develop critical skills in data analysis, problem-solving, and decision-making, making them highly sought after in various industries. Moreover, the demand for MIS professionals continues to grow, offering students promising career opportunities with competitive salaries such as Business Analysts, System Analysts, IT Consultants, Quality Assurance Analysts, Database Administrators, etc. These roles can vary in required skills, responsibilities, and industry focus, so MIS graduates need to explore their interests and strengths to find the most suitable career path. Finally, emphasizing MIS's real-world applications and potential impact can inspire students to explore this dynamic field and unlock their potential for success in the digital era.

Dr. Hasan Mallah
Ph.D. in MIS





Double the Impact: The Inspiring Journey of Two BMIS Graduate Brothers

Both brothers, Mahmoud and Ahmad, began their journey in Management Information Systems with a BA degree from LIU, driven by their passion for the field and its promising career opportunities. LIU's comprehensive BMIS curriculum equipped them with the essential knowledge and skills to thrive in the information systems industry, providing a solid foundation for their careers.

Mahmoud is currently leveraging his MIS expertise in multiple roles. At UNRWA, he manages the Security Information Management System (SIMS), involving data analysis for security and risk management. He also collaborates with his brother on consultation contracts with international NGOs as an Information Management and Data Analysis Specialist. Mahmoud's work focuses on data collection, normalization, analysis, management, and visualization, creating informative products such as infographics, dashboards, and maps to support rapid and informed decision-making for senior management.

Ahmad is an experienced Information Management & Data Analyst Consultant at the International Federation of Red Cross and Red Crescent Societies (IFRC). With over 11 years in the field, he supports humanitarian operations, disaster management, and health-related projects through data visualization, mapping, and analysis. Ahmad has led numerous data-driven initiatives, including mapping exercises across 191 countries, developing interactive web-based products and dashboards, and conducting data collection and analysis training. His innovative visuals earned him the Global Data Visualization Challenge 2023 award, highlighting his passion for using data to improve the lives of vulnerable people and communities.





Bridging the Gap: Dr. Bou Haidar on the Evolution, Application, and Future of MIS

Q: Where did MIS come from?

A: In general, MIS came to fruition as a solution for businesses when companies noticed that almost all business graduates were strictly business-oriented, and all IT graduates were system and logic-oriented. Hence, these two departments had a problem with communicating business needs and lacked a middle ground. Therefore, MIS was born for the IT department to represent critical data and information for the business department that aids in the decision-making process and for the business department to translate their system needs for the IT department to bring it to life.

Q: Where can I use MIS in a business?

A: MIS is crucial for enhancing decision-making, streamlining operations, and boosting efficiency. By collecting, storing, and analyzing data, MIS provides insights for strategic decisions, automates routine tasks to save time and reduce errors, and generates reports to monitor business performance. MIS also manages customer interactions to improve service and marketing, optimizes resource use with accurate information, and supports strategic planning with comprehensive data analysis and forecasting. Moreover, MIS has been recently used in business for integrating AI technology to make the overall business process more efficient and innovative. Ultimately, a cohesive MIS leads to well-informed, data-driven decisions that enhance overall business performance.



Q: What advice would you give MIS students?

A: As an MIS instructor, I would advise students to focus on developing a strong foundation in both technical skills and business initiative. Mastering data management, analysis, and software tools is essential, but understanding how these skills apply to real-world business scenarios is equally important. Stay up to date on emerging technologies and trends, as the field of MIS is constantly evolving. Cultivate problem-solving and critical thinking abilities, and always consider the ethical implications of data management. Moreover, focus greatly on AI technologies and think of innovative ways that you can integrate AI to make people's lives easier. Lastly, effective communication skills are crucial; being able to translate complex technical information into actionable business insights will make you invaluable in any organization.

Dr. Mohamad Bou Haidar
Business Intelligence Consultant
and BMIS Instructor



Highlighting BMIS Events for the Academic Year 2023-2024

This year, the BMIS Department at LIU hosted a series of dynamic and engaging events that provided students with invaluable hands-on experience and the opportunity to showcase their skills.

- **BMIS Job Fair:** The BMIS Job Fair was a significant event, bringing together numerous leading MIS and IT companies in Lebanon. This event allowed students to network with industry professionals, explore career opportunities, and gain insights into current job market trends within MIS and IT sectors.
- **Database Management Workshop:** The Database Management Workshop equipped students with essential knowledge and skills in database design, management, and optimization. Students had the opportunity to work on real-world case studies, enhancing their problem-solving abilities and technical expertise.



- **E-Business Competition:** The E-Business Competition challenged students to develop innovative e-business solutions. Teams presented their projects to a panel of industry experts, including representatives from the Central Bank, UNDP, Berytech, and Injaz. This esteemed jury evaluated the projects, and all participants were awarded the opportunity to join youth programs by UNDP and Injaz. The competition fostered a spirit of innovation and provided participants with practical experience in developing and pitching business ideas.
- **E-commerce and Social Media Bootcamp:** Our E-commerce and Social Media Bootcamp in collaboration with the Marketing department provided an immersive learning experience focusing on the latest trends and strategies in the digital marketplace. Participants learned about effective social media marketing, e-commerce platforms, and digital consumer behaviour through hands-on workshops and interactive sessions.



- **Bridging the Gap: From BMIS Classroom to Corporate World Seminar:** This seminar, tailored for BMIS students and graduates, highlighted opportunities awaiting MIS graduates post LIU. Industry experts shared insights on career paths, industry demands, and essential skills needed for success in the corporate world. The seminar aimed to bridge the gap between classroom learning and professional practice, preparing students to confidently enter the workforce upon graduation.

These events underscore our commitment to excellence, collaboration, and innovation, providing students with the tools and experiences they need to excel in their future careers. The MIS Department at LIU continues to be a hub of technological advancement and strategic insight, preparing our students to become leaders in the digital age.



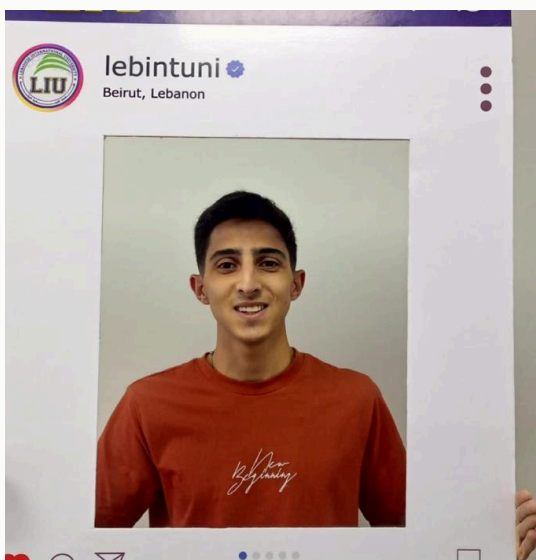


Open Day: A Day of Discovery and Fun

The University recently opened its doors to local school students for an engaging and informative Open House event. This annual event is designed to introduce students to the diverse academic opportunities available across the University's various schools, including Business, Engineering, Pharmacy, Education, and Arts and Sciences.

Throughout the day, students explored each school's unique offerings through interactive exhibits, workshops, and presentations. The School of Business displayed its innovative and entertaining approach to show off its seven majors: Hospitality and Tourism, Management Information Systems, Business Management, Economics, Finance, Accounting, and Marketing. The School of Business transformed learning into a lively experience by incorporating interactive games that highlighted each major's core concepts.

The Open House was a resounding success, leaving the visiting students excited about the prospects of higher education and the different possibilities it offers. We look forward to seeing many of these young minds join our university community in the future.





Publications

In each issue of our newsletter, we proudly highlight published papers affiliated with LIU's School of Business. In this issue, we focus on all the remarkable articles published in 2024 to date. Join us in celebrating the academic achievements and contributions of our esteemed faculty and students as they drive forward the frontiers of knowledge in business and management.

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Is a Management Information Systems Degree Worth it in 2024?

Let's hear it from the specialists!
Watch this video for amazing insights!

