



الجامعة اللبنانية الدولية
LEBANESE INTERNATIONAL UNIVERSITY

**LEBANESE INTERNATIONAL UNIVERSITY
BUSINESS QUARTERLY NEWSLETTER**

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A Message from the Chairperson

Dr. Amira Daouk

Chairperson, Management Department – Lebanese International University

“The best way to predict the future is to create it.” – Peter Drucker

As we continue our journey together this academic year, I am proud to reflect on the tremendous growth and resilience that define our Management Department. With more than one hundred dedicated instructors and over fifteen hundred students majoring in management across our campuses, our department stands as one of the largest and most dynamic at the Lebanese International University.



Our collective mission has always been to advance, improve, and evolve – not only in what we teach but in how we teach. The integration of modern pedagogical approaches and emerging technologies, especially artificial intelligence, is gradually transforming our classrooms into spaces of creativity, analytical thinking, and collaboration. This shift ensures that our students are well-prepared to lead, decide, and innovate in an ever-changing business landscape.

I would like to extend my heartfelt appreciation to every instructor in our department for their wholehearted commitment, professionalism, and passion for education. Your dedication continues to inspire excellence and drive the department’s vision forward. Together, we are shaping the next generation of leaders capable of making sound decisions, driving innovation, and promoting good governance in their organizations and communities.

Let us continue to collaborate, innovate, and inspire – one class, one idea, and one student at a time.



A Message from the Chairperson

Dr. Amira Daouk

Chairperson, Management Department – Lebanese International University

Building on our shared achievements, the department continues to look ahead with a clear vision for innovation, growth, and meaningful impact.

What's Next

As we move forward, the Management Department remains committed to creating engaging and practical learning experiences that go beyond the classroom. Our upcoming initiatives aim to further strengthen the link between academic excellence, professional readiness, and personal growth.

In the coming months, the department will continue to organize a range of developmental and experiential events — including workshops on **CV writing**, **interview preparation**, and **entrepreneurial competitions** designed to inspire creativity and strategic thinking among students. We also plan to expand activities focused on **corporate social responsibility**, encouraging our learners to apply management principles for the greater good of society.

In alignment with global educational trends, we are further embedding **artificial intelligence** into our learning processes — not only to use it effectively but to **master it as a tool for innovation, decision-making, and leadership**. Additionally, we will continue to emphasize the importance of emotional intelligence, helping students and instructors alike cultivate self-awareness, empathy, and interpersonal effectiveness in both academic and professional contexts.

The department plans to collaborate with the Empower Me – Job Trail program to enhance students' employability and technical skills. This initiative will provide internship opportunities that bridge the gap between academic learning and real-world employment.

From Classroom to Career: The Power of Your Major

Mrs. Heba Itani

The Management Department equips students with the skills and mindset needed to succeed in an increasingly competitive and dynamic business world. Courses are designed to connect theory with real-world practice, ensuring graduates can apply what they learn to address complex organizational challenges.



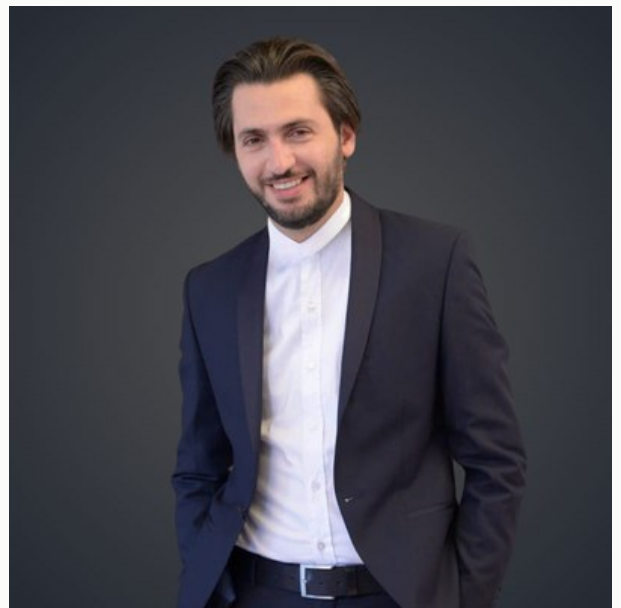
Students develop critical abilities in leadership, strategic thinking, problem-solving, and cross-cultural communication—skills that employers consistently value across industries. The curriculum emphasizes adaptability, ethical decision-making, and data-driven analysis, preparing graduates to navigate uncertainty and lead effectively in both global and local markets.

By integrating academic knowledge with practical application, the program cultivates professionals who are not only ready for the job market but also capable of driving innovation, improving performance, and leading teams through change.

From Classroom to Career: The Power of Your Major

Dr. Antonios El Khawaja

In today's fast-changing job market, the Management Department focuses on equipping students with the skills and mindset needed for immediate professional success. Courses combine academic knowledge with real-world application, ensuring that learning extends beyond theory into practical problem-solving.



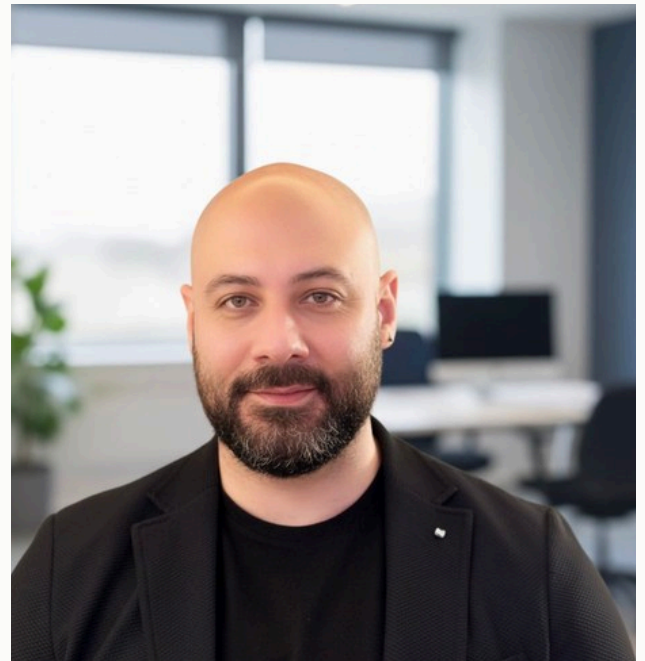
Through interactive discussions, case studies, and exposure to real business scenarios, students develop essential competencies in communication, decision-making, leadership, and adaptability. This approach helps graduates transition smoothly into the workforce and respond effectively to evolving market demands.

By connecting classroom learning to professional practice, the Management Department prepares students to enter the marketplace with confidence, competence, and the ability to make a meaningful impact from day one.

From Classroom to Career: The Power of Your Major

Mr. Kamal Atwi

With extensive experience in the Food and Beverage industry and a leadership role as Director of Operations and Human Resources at Dunkin' Lebanon, I bring real-world business insight directly into the classroom. My background in managing one of Lebanon's leading franchise brands through major market challenges provides students with valuable lessons in crisis management, business resilience, strategic planning, and leadership under pressure.



As a university instructor in Business Management at the Lebanese International University (LIU), I integrate authentic case studies, operational data, and examples from the Lebanese market to bridge the gap between theory and practice. This approach helps students understand how management concepts apply in real business environments, particularly in times of uncertainty.

By combining academic instruction with hands-on industry experience, the teaching approach equips students with critical thinking, adaptability, and people skills—qualities essential for success and growth in today's competitive job market.

Celebrating Our SoBU Research Achievements



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Celebrating Our SoBU Research Achievements

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Celebrating Our SoBU Research Achievements

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Celebrating Our Research Achievements

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Celebrating Our Research Achievements

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Student Voices: Reflections on Studying Business Management

What do our students love most about studying Business Management at LIU? Hear directly from them as they reflect on their learning journey and future aspirations.

Linda Ghazzawi

This major has opened my eyes to how organizations work, how decisions are made, and how leadership can inspire success. It has truly become a passion of mine. I love studying Business Management because it helps me understand the real-world challenges that companies face and how to create effective solutions. It has also improved my communication, teamwork, and problem-solving skills, which I know will be valuable in any career I pursue.



My experience at LIU has been very positive. The courses are engaging, the professors are supportive, and every class provides me with new knowledge that motivates me to grow both personally and professionally. Studying this major has truly shaped the way I think about the future and the kind of leader I want to become.

Issa Hussein



I chose this major because it balances theory and practical skills. It provides students with the tools to start and run their own businesses. Additionally, it prepares students to become effective leaders and problem-solvers in whichever industry they enter. Personally, communication, critical thinking, and decision-making have been enhanced through studying Business Management, which are helpful in my personal life and in the workforce.

Career-wise, this major opens the door to a wide range of opportunities, from entrepreneurship to corporate leadership. My experience was profoundly insightful, as it positively affected me through supportive professors, engaging coursework, and real-world case studies that made learning practical and relevant.



Student Voices: Reflections on Studying Business Management

Business Management is about understanding how organizations work, make decisions, and create value. It teaches how to lead people, plan effectively, and think strategically to achieve success. What I enjoy most is that it combines both creativity and logic. It allows me to think critically while also finding new ways to solve problems and improve performance.

Johnny Sbeit



I chose this major because I have always been curious about how businesses grow and how leaders make decisions that affect teams and customers. I like the mix of strategy, communication, and psychology that comes with managing people and processes.

This major is very important today because strong management is essential for keeping businesses running efficiently in a fast-changing world. It helps companies adapt to new technologies, handle challenges, and use opportunities wisely.

As a second-year student, I'm finding the experience very enjoyable and educational. Each course teaches me something new, from understanding people's behavior at work to planning and analyzing business strategies. I'm also learning to work well in teams, think ahead, and make informed decisions. Every semester helps me see how successful businesses are built and managed.



Student Voices: Reflections on Studying Business Management

Abed El Rahim Zein

Business Management is the study of how organizations plan, organize, lead, and control their operations to achieve goals efficiently. It teaches us how to make decisions, manage teams, and improve business performance.

I really enjoy studying Business Management because it helps me understand how things actually work behind the scenes in a company. I love learning how to make smart decisions, work with people, and find ways to grow and improve a business. It's a major that connects to real life, and it motivates me to build something meaningful in the future.



Business Management is important because it helps you understand how to run things smoothly, make good decisions, and work well with people. It teaches you how to handle challenges, lead a team, and keep a business growing. These are skills that matter in almost any job, or even if you want to start something of your own.

A positive experience I've had with Business Management was learning how to handle real-life business cases in class. We analyzed the problems companies faced and developed our own solutions. It was interesting to see how theory connects to real business situations, and it made me more confident in my decision-making and critical thinking.



Student Voices: Reflections on Studying Business Management

Hadil Al Mujarkesh

Business Management is more than just a major to me; it's a path that combines leadership, strategy, and the ability to understand how the world works. I chose this field because it brings together all aspects of business. It also helps me develop skills beyond the classroom, such as decision-making, problem-solving, and leading with confidence.

What made me love this major more was realizing how closely it connects to real life. In today's fast-changing world, where technology is transforming everything, having a business mindset is essential. Whether you're starting your own company or working in a large organization, understanding business helps you adapt and succeed.



At the Lebanese International University (LIU), my experience has been great. The professors are supportive and friendly, and they explain complex topics in modern, simple ways. Learning here feels practical, not just theoretical, and that makes a big difference.

Business Management isn't just a major — it's a mindset for the future.

Events & Workshops

The Management Department at the School of Business continues to lead impactful initiatives that bridge academic learning with real-world practice, foster community engagement, and enhance our students' professional skills.

Here are some recent highlights:

1. Mastering AI in Business – Bekaa Campus

On May 3, the Bekaa Campus hosted “Mastering AI in Business”, led by Corporate Trainer Hassan El-Zein. Students explored AI fundamentals, distinctions between AI, ML, DL, and Generative AI, and applications across healthcare, marketing, finance, and logistics. The workshop featured hands-on exercises in prompt engineering, AI tool integration, and workflow optimization. Thanks to sponsorship from Amaleen Restaurant, 25 students attended free of charge, with transportation provided from Beirut Campus.

2. FinFit Youth Championship – Beirut Campus

In collaboration with INJAZ Lebanon, LIU Beirut welcomed 100 students on April 29 for FinFit, a dynamic competition combining entrepreneurship, innovation, financial literacy, and wellbeing. Students engaged in training sessions, team challenges, and pitching competitions, with top teams advancing to further opportunities.



Events & Workshops

3. Work-Readiness Skills Webinar

On December 10, in partnership with INJAZ Al Arab and Alshaya, students participated in the online session “Unlocking Your Potential: Building Work-Readiness Skills”. The webinar equipped attendees with essential workplace competencies, career development tools, and confidence to excel in professional settings.

4. Emotional Intelligence in the Workplace – Beirut Campus

On May 13, the department hosted a workshop in collaboration with Mindnavy, focusing on emotional intelligence (EI) and its role in leadership, teamwork, communication, and workplace well-being. Students gained actionable insights into applying EI in professional environments.



5. Dar Al Hanan Community Events

In March and April, faculty and students came together to host Iftar and Lunch events for children from Dar Al Hanan, featuring engaging activities, entertainment, and gift distribution.

These initiatives reflected our commitment to social responsibility and community engagement.



Events & Workshops

6. Sprout 2024 Program Invitation

The department promoted Sprout 2024, an eco-entrepreneurship program by INJAZ Lebanon and FNF, encouraging students to develop innovative, sustainable business ideas in preparation for regional competitions.

7. CV Writing Workshop – Beirut Campus

On May 22, students attended an interactive CV Writing Workshop covering professional presentation, targeted content, ATS optimization, and the use of AI tools for tailoring applications. Participants learned to craft compelling CVs that effectively highlight their strengths.



8. Entrepreneurial Panel Discussion – Rayak Campus

Rayak Campus hosted entrepreneurs Mr. Raja Yazbeck (Foodyard) and Ms. Samar Saba (Sabao), who shared their startup journeys, funding strategies, and practical advice. A lively Q&A allowed students to connect theory with real-world entrepreneurial experiences.



Events & Workshops

9. Social Enterprise Seminars – Rayak Campus



In collaboration with YMCA, Rayak Campus welcomed George Ghafari (LSE) and Joseph Abdeldayem (Thinkers) for seminars exploring the role of social enterprises in driving positive change. Students engaged in meaningful dialogue on social impact strategies.



10. LinkedIn & Personal Branding Seminar – Rayak Campus

Led by HR expert Mr. Mohamad Al Mays, this interactive seminar guided students through building a strong LinkedIn profile, personal brand, and professional network.



11. Ramadan Iftar Celebration – Rayak Campus

With cross-department collaboration, the School of Business welcomed 30 orphans for a joyful Iftar filled with entertainment, games, and gift-giving—reflecting the spirit of compassion and community.



Events & Workshops

12. Organizational Behavior Guest Lecture – Tripoli Campus

On May 21, Dr. Jessy Rahat connected theory to practice by demonstrating how personality traits influence leadership, teamwork, and conflict resolution—bringing the Organizational Behavior course to life.

13. Campus Celebration & Sponsors' Day – Akkar Campus

Under the leadership of Dr. Sonia Khawand and Ms. Marianne Esper, the Akkar Campus hosted a vibrant student festival featuring games, a tombola, music, and food—supported by numerous local sponsors. The event fostered campus spirit and cross-school collaboration.



14. “Emotional Intelligence – Understanding and Applying EQ in Everyday Life” – Beirut Campus

Led by licensed psychologist Ms. Cindy Turk, this seminar examined the five pillars of emotional intelligence through theory, discussion, and practical exercises (April 25, 2024). Students participated actively in role-plays and Q&A sessions, gaining tools for academic, professional, and personal application.

15. “Success & Survival – The Entrepreneurial Mindset” – Bekaa Campus

Featuring guest speaker Mr. Omar ElMais, founder of Sama Venues Hospitality, this interactive session highlighted resilience, creativity, and adaptability in entrepreneurship (April 15, 2025). Over 80 students attended, engaging in lively exchanges and networking opportunities.



Events & Workshops

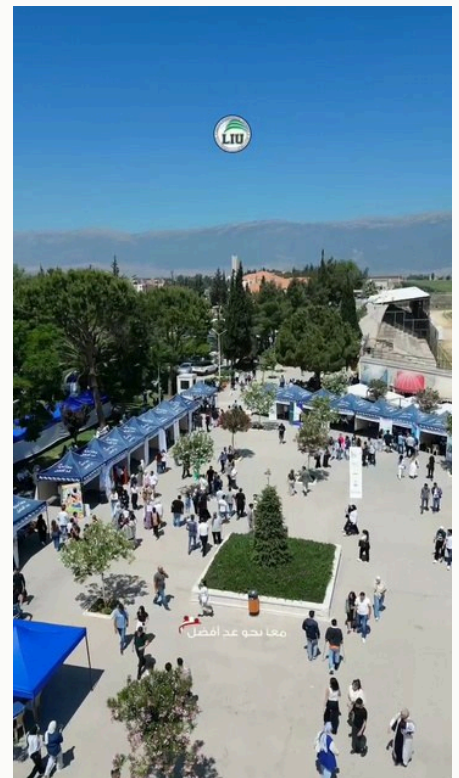
16. Bridge II – Bekaa Campus

A large-scale initiative featuring over 14 industry-led training workshops, aimed at linking academia with industry (May 10, 2024). The event brought together professionals from multiple sectors to share practical workplace insights.



17. Job Fairs – May 15, 2024 & May 21, 2025 (Bekaa Campus)

Two major fairs bringing together 75 and 87 organizations respectively, representing diverse sectors from manufacturing to media. Both events facilitated direct student-employer interaction, fostering career opportunities.



Corporate Social Responsibility: Students in Action for the Environment 🌱

Students from the Lebanese International University (LIU) – Akkar Campus proudly participated in the national environmental initiative “Cedar of Hope”, led by Guinness World Record artist Caroline Chaptini 🌍💚.

Business School students contributed to constructing a 10-meter cedar tree made from 452,000 recycled bottle caps, symbolizing sustainability, unity, and Lebanese pride 🇱🇧♻️.

This inspiring activity reflects the students’ strong commitment to community engagement, environmental awareness, and the values of responsible citizenship promoted by LIU.



Corporate Social Responsibility: Students in Action for the Environment 🌱

On October 15, 2025, students took part in the “Cedar of Hope” environmental project at Aabdallah Garden, Amioun – Al-Koura, aiming to create a giant cedar tree using 452,000 green bottle caps.

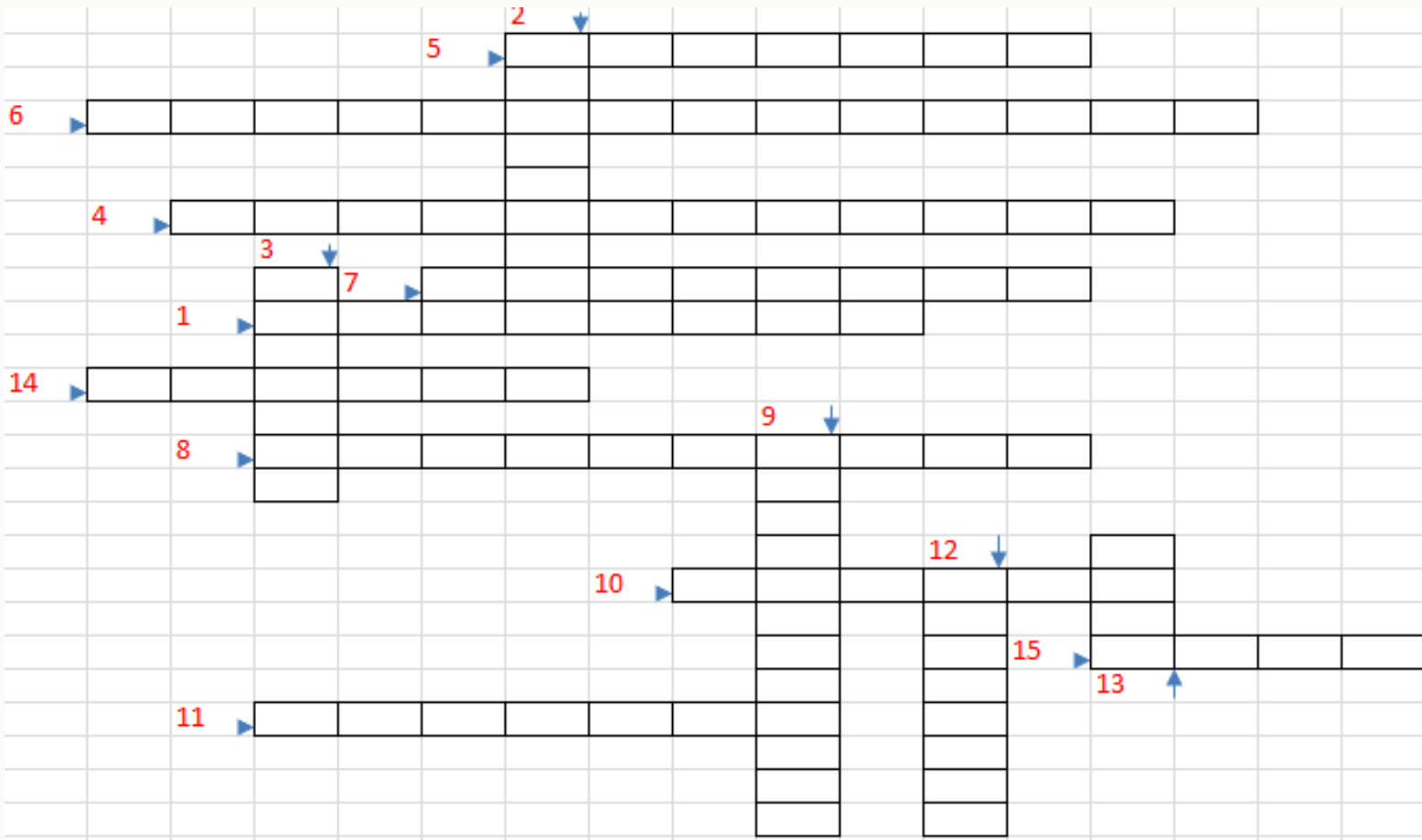
Supported by Vee Coffee, this initiative connected classroom learning with corporate social responsibility, innovation, and the circular economy, enriching students’ experiential learning while strengthening LIU’s community engagement and commitment to sustainability.





Crossword Corner: Think Like a Manager!

Ready to play? Let's see who's the ultimate business brain of the School of Business!





Use the clues below to complete the crossword puzzle! Each one tests your understanding of key business and management concepts.

1. The first management function, involving setting goals and deciding how to achieve them.
2. The step that follows recruitment and involves choosing the best candidate among a group.
3. The type of research conducted to solve an organizational problem.
4. The type of data that involves numbers and statistics.
5. The third and highest level of courts in Lebanon.
6. The act of reporting wrongdoing outside regular communication channels.
7. A legally binding agreement.
8. Producing the most output from the least input.
9. A person who has an idea, takes risks, and creates their own business.
10. A person who influences others, has vision, and builds relationships with subordinates.
11. A formal statement that defines an organization's core purpose and answers "What is our business?"
12. The process of moving a person to a lower level in the organizational hierarchy.
13. The initials of the type of company in Lebanon that can be formed by a single partner.
14. A recurring amount of money an employee receives that is not affected by hours worked.
15. A strategic tool used to identify an organization's strengths, weaknesses, opportunities, and threats.

Gen Z Managers

GEN Z MANAGERS REDEFINING LEADERSHIP IN THE MODERN WORKPLACE



The new generation of managers, known as Generation Z managers, is currently stepping into managerial roles with fresh perspectives. Gen Z managers are born between 1997 and 2012, and are digital natives who have grown up in a rapidly changing world shaped by technology, social awareness, and global connectivity. Their leadership approach is different, integrating technology, innovation, and management.

Unlike traditional management, Gen Z managers prioritize collaboration, creativity, inclusivity, and authenticity. They are not afraid to challenge outdated systems and seek flexibility and growth along with transparency. Many of the current Gen Z managers inspire others rather than command, focusing on empathy, continuous learning, and empowerment.

Gen Z managers mainly rely on data-driven tools for decision-making. Their fluency in technology and analytics allows them to identify trends, measure performance, and make informed choices that align with both organizational goals and social values. Furthermore, they are driven to sustainability and corporate social responsibility.

As businesses worldwide adapt to new expectations, Gen Z's leadership style is proving to be a vital force for change. The future of management is here—and it speaks the language of collaboration, purpose, and innovation.

What Makes a Good Manager in 2030?



The workplace is evolving faster than ever before. As technology, sustainability, and global connectivity reshape the business landscape, the definition of a “good manager” is also being rewritten. By 2030, effective management will not be limited to supervising and meeting targets; it will be about inspiring innovation, driving inclusion, and leading with emotional intelligence.

A good manager in 2030 will be **digitally fluent**, able to navigate AI tools, data analytics, and automation while maintaining the human connection that drives motivation and creativity. Most importantly, their understanding of technology is that it is an enabler, not a replacement for human insight, as it is used to empower teams to think strategically and act efficiently.

Empathy and adaptability will be essential leadership traits. Managers will need to create psychologically safe workplaces, value mental well-being, and lead diverse teams across cultures and time zones. They will be able to thrive in uncertain periods and environments.

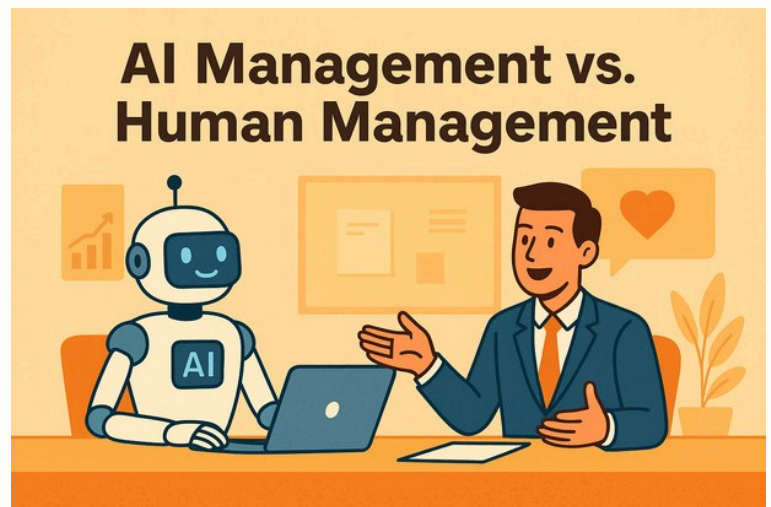
Another important aspect for a good manager in 2030 is being driven by **sustainability** and **ethics**. The managers of 2030 will not only be measured by profits but also by purpose, which is how they contribute to a more responsible and equitable world.

In essence, the good manager of 2030 is not just a leader but a visionary, coach, and change-maker, ready to guide organizations toward a smarter, more sustainable future.

AI Management vs. Human Management: Finding the Sweet Spot

Everywhere we turn, people are talking about Artificial Intelligence: how it's changing our jobs, our decisions, and even how we manage others. But here's the real question: Can AI truly replace human managers?

Let's be honest, AI is amazing at what it does. It can analyze data faster than any of us, track performance, and even suggest the best marketing strategy or work schedule. AI doesn't get tired, emotional, or distracted. It's consistent, logical, and efficient.



But managing people isn't just about logic. It's about listening, motivating, and connecting. A great manager knows when someone on the team is stressed, when morale is low, or when a little encouragement can change the outcome of a project. These human touches are what keep teams inspired and creative.

So instead of thinking about "AI vs. Humans," maybe it's time we think about **AI with Humans**. Imagine AI handling repetitive tasks, such as data analysis, scheduling, and reporting, while managers focus on building trust, guiding growth, and making big-picture decisions.

In the end, AI can help us be smarter managers, but not better humans. The magic happens when technology does the heavy lifting and people bring the heart, creativity, and leadership that no machine can replicate.

As we move toward the future of work, the best leaders won't be the ones who compete with AI—they'll be the ones who know how to work alongside it.