

# Adnan Kassar School of Business

## Academic Year 2014/2015

### Summary

- Due to a generous grant by a known business leader and community figure, the LAU School of Business has acquired a new name. President Adnan Kassar has accepted to link his name to that of our school and the latter became the Adnan Kassar School of Business.
- AKSOB is well on its way of being AACSB accredited. The School has successfully undergone two independent reviews of its readiness toward accreditation. In spring 2015, the school's second progress report was accepted by AACSB and AKSOB was invited to advance its Initial Application for Accreditation (IAC).
- AKSOB is currently formulating its new strategic plan for 2016-2021.
- Enrollment at AKSOB continues to be healthy. The EMBA program, in particular, has witnessed a sharp increase in student enrollment and continues to serve the community, generating high impact within business professionals.
- More and more AKSOB faculty are publishing in A\* and A journals. The publications of our faculty in top-tier business journals are testimonies of the school's commitment to excellence in research.

- AKSOB and LAU New York Academic Center – AKSOB graduates (MBA, EMBA and LLM students) along with undergraduate business students have visited the center, attended courses and visited numerous corporate headquarters as well as the NY Stock Exchange.
- Teaching and learning at AKSOB continue to embrace active learning technologies, the use of electronic mediums and state-of-the-art educational software, as well as internships.
- AKSOB engages the business world in knowledge delivery. The leaders in the Business Summit lecture series continue to be vibrant and value-adding to LAU’s teaching and learning environment. Numerous top business and industry leaders have visited our classrooms in Beirut and Byblos, and delivered high-impact presentations as well as other career-related information.
- AKSOB continues to serve the mission of LAU. The School is a leader in business education in Lebanon, the region and beyond. AKSOB continues to be innovative by offering new courses, curriculum and areas of specialization which are adaptive to the global business market.
- LAU supports AKSOB faculty with all necessary funds to be research and scholarly active. Through a competitive selection process, AKSOB faculty receive funds to support their publication and travel grants.

- AKSOB continues to play a leading role in the life of AACSB, through conference attendance and presentations. The school has hosted a developmental one-day workshop for all school of business deans in Lebanon and the region. The workshop was championed by AACSB's vice-president for EMEA region. Dean Said Ladki presented a paper at the AACSB conference in Amsterdam.
- AKSOB institutes, namely the Institute of Hospitality and Tourism Management Studies and the Institute of Family and Entrepreneurial Business, have been active in the life of LAU. Numerous workshops, seminars and events have been held by the institutes.
- The institutes are serving their missions, bringing visibility to LAU and engaging numerous stakeholders.
- The Department of Economics has succeeded in obtaining a research grant as part of the three-million-euro SAHWA project funded by the European Commission. In addition to its new M.A. in Applied Economics program, the department offers a new joint degree with Philipps-Universität Marburg – the EMEA is a program enabling students to have foundational knowledge in economics and a specific approach to the economies of the MENA region.