

Business Chats

Monthly Newsletter Prepared by the Business Faculty

Why Not?

“The common question that gets asked in business is, 'why?' That's a good question, but an equally valid question is, 'why not?'”
(Jeffrey Bezos)

It is time for students and graduates to change their state of mind (I can't do it, I am not good enough, I don't know, it is impossible...). Once they adjust their perception and align it with their higher aim in life, the many pieces of the puzzle will start taking their correct places.

Students, future entrepreneurs, and aspiring leaders should always be guided by their values in life. Then, the vision and the mission will follow. Accordingly, short and long term goals will be stated and action plans will be elaborated and implemented.

Now it is the right time, don't wait till tomorrow. Don't let the limiting beliefs hinder your steps. Build on your aspirations, let them guide you, and always ask yourself: “Why not?”

N.B. If you feel like sharing and contributing in any of the sections, you only have to send an email to businesschats@auce.edu.lb. Your input is highly welcomed!



Contents

	Page
Why Not?	1
Green Innovation	2
Manage Stress during Exams?	2
5 Tips to Stress Management	2
What Our Graduates Are Doing?	3
A Must-Read Book	3
Did You Know?	4
Meet Your Instructors	4

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Green Innovation

Green innovation refers to all aspects of innovation related to green products and processes, including energy saving, pollution management, waste recycling, product design and environmental management. Any green difference of company's basic processes not only reduces company's environmental effects but also moves the company to a better position among its competitors.

Green product innovation aims to change or modify product designs by using nontoxic compounds or biodegradable materials during the production process in order to reduce the disposal impact on the environment and to improve energy efficiency.

<https://www.innovationpolicyplatform.org/www.innovationpolicyplatform.org/content/green-innovation/index.html>

"It is no longer enough to satisfy your customers. You must delight them."

Philip Kotler

How to Manage Stress during Exams?

Midterm exams are around the corner. It is the period when all students are overwhelmed with studying and worrying about whether they will be able to cover all the piled notes and material before the deadlines.

Well, here are some tips to help you cope, stay calm, and pass your exams successfully.



5 Tips for Stress Management

- **PLAN:** It is the first step for proper revision. You have to keep in mind that now is the time to get off Netflix and social media and start working. Start by preparing a schedule for studying. Allot timeslots for each course and make sure you stick to them.
- **TAKE BREAKS AND NAPS:** The human brain doesn't perform well during pressure. Studying may be very tiring and exhausting. Make sure you take a 10-minute break after every hour of studying. Grab a snack but stay disciplined and don't get distracted. Naps are scientifically proven to boost our energy and increase our ability to have a clearer mind.
- **DON'T MISS YOUR BREAKFAST:** No matter how stressed and nervous you get, never miss having a balanced breakfast. An empty stomach will cause you headaches and nausea. Try not to consume big quantities of chocolate and sugar. Although they boost your mood instantly, soon you feel like crushing down after a short period of consumption.
- **GET CREATIVE:** Prepare your own revision material. Write your notes, make your own flashcards and mind maps. You can also make a song! Yes, even though your song may sound ridiculous, but it will help you memorize the material easily. How come we can memorize a song word by word? Think about it. IT WORKS.
- **ADHERE TO YOUR LEARNING STYLE:** We are not the same, and that is very normal and healthy. We all have friends who study directly after lectures and finish their assignments quickly. But we don't all work like that and it is fine. Find your way and don't let others' progress bother you.

What Our Graduates Are Doing Now?



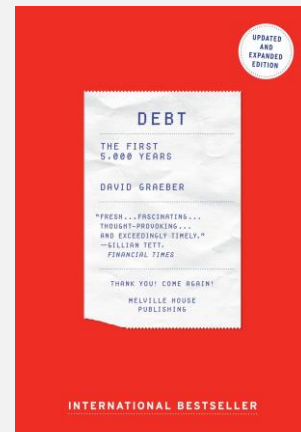
I am **Rita Nohra**. I am 26 years old. I joined AUCE Koura campus in 2014. After 3 years, I graduated with a BA in Human Resources Management. I was recruited as an HR Coordinator at Nini Hospital. I decided to continue my master's degree at AUCE, where I gained an amazing experience and was surrounded by caring and supporting professors. I felt that I belong to one big family. ~YOUR POTENTIAL TO SUCCEED IS INFINITE~

I am **Ali Afif Elkara**. I hold a BA in Banking & Finance from AUCE Tyre in 2011. I started as Assistant to GM in an infrastructure company in Abu Dhabi, then moved to a construction company as Cost Control Manager. Later on, I shifted my career to the Media Production industry with a demonstrated history of 7+ years working as a Business Development / Communications Manager for a multinational media production company in Dubai.



I am **Sonia Al Ghossaini**. One of the proudest accomplishments of my life was earning my BA in Marketing & Advertising from AUCE, as it opened the horizon for me. With more than 10 years of experience in HRM, I am currently working as Workforce Planner in Hamad Medical Corporation (Qatar). In life, I learned that if I try hard, I succeed; if I want something badly enough, I will be able to take advantage of opportunities. Try that and you will thrive!

I am **Amin Sarieddine**. I graduated from AUCE - Baakline in 2011 with a BA in Management. Currently, I am the Territory Manager at Oracle, helping holding companies & financial sector organizations in UAE understand and implement Digital Transformation and lead the future of their sectors. My professional journey and passion to human psychology taught me that success is a matter of perspective. Setting goals, working hard with a clear plan, and adapting to circumstances are the best path to our success.



A Must-Read Book

Before there was money, there was debt! Every economics textbook says the same thing: Money was invented to replace the complicated barter systems. In *Debt: The First 5,000 Years*, David Graeber shows that for more than 5,000 years, humans have used elaborated credit systems to buy and sell goods—that is, long before the invention of coins or cash. It is in this era, Graeber argues, that we also first encounter a society divided into debtors and creditors.

Graeber shows that arguments about debt and debt forgiveness have been at the center of political debates from Italy to China. He also brilliantly demonstrates that the language of the ancient works of law and religion derive in large part from ancient debates about debt, and shape even our most basic ideas of right and wrong.

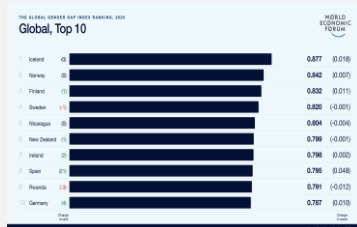
Did You Know?

Top 10 Countries in the World for Gender Equality

Iceland has been the frontrunner for 11 years in a row in the *World Economic Forum's* latest Global Gender Gap Index. This gap – which is measured across four key areas, or sub-indexes: health, education, work and politics – has narrowed slightly to 68.6%. The average gap left to close is now 31.4%, compared to 32% last year. The majority of countries made strides towards parity in the last 12 months – some moving faster than others. Looking at the data by region, Western Europe has made the most progress in closing the gender gap.

Here are the top 10 countries closing the gender gap:

1. Iceland
2. Norway
3. Finland
4. Sweden
5. Nicaragua
6. New Zealand
7. Ireland
8. Spain
9. Rwanda
10. Germany



<https://www.weforum.org>

Meet Your Instructors



My name is **Marwan Abbas Hamza Al Chab**. I have a BS in Computer Math from LAU and an MBA in Finance from MUBS. I have earned my PHD in Banking & Finance from the Arab Academy for Banking & Financial Science (JORDAN). Regarding my work experience, I am currently a Principal Branch Manager at BLOM Bank – one of the top banks in my country Lebanon and in the Middle East region. I am also a part-time Business instructor at AUCE. My slogan in life is ***“WORK FOR A CAUSE NOT FOR APPLAUSE.”***

I am **Elena Toros** born in Tripoli, Lebanon. I have an academic background in Accounting and Finance (BA and MBA) combined with over 17 years of teaching experience. I am currently pursuing my studies in the doctoral program at Cyprus International University. My present position as a full-time instructor and Head of Department at AUCE allowed me to develop further and strengthen my educational and academic skills. ***My interest in teaching stems from my commitment to quality education and my desire to enhance the adeptness of my students.*** In addition to that, my passion for teaching and research has pushed me to enrich my academic achievements and elaborate my proficiency. Some of my hobbies are reading, traveling, and listening to music.



My name is **Ghina Daher**. I hold a BS in Applied Mathematics from the Lebanese University and an MS in Applied Mathematics for Finance from CNAM. I am proud to be a part-time Business instructor at AUCE for 10 years now. I have a true passion for working with students, helping each one of them progress and develop. I have been married for 7 years and have two fantastic children – 7 & 5 years old. I enjoy reading, cooking, and spending time with family and friends. My slogan is ***“If you can’t fly, then run. If you can’t run, then walk. If you can’t walk, then crawl. But whatever you do, you have to keep moving forward.”***