



جامعة أبوظبي  
ABU DHABI UNIVERSITY

# College of Business **Advising Manual**



**WSC**  
Senior College and  
University Commission

**AACSB**  
ACCREDITED

**EFMD**  
**EQUIS**  
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# WELCOME FROM THE DEAN



**Dear Student,**

Welcome to the College of Business at Abu Dhabi University.

In the College of Business, we are committed to assisting you in reaching your learning goals. As part of this commitment, we will assign you an academic advisor and a faculty mentor. Your academic advisor will help you navigate your time at ADU and plan your educational journey from the beginning of your studies until graduation. You should contact them frequently and seek their advice on your progress. They are dedicated to your academic and career success, so please consider this partnership a primary resource for your success. They will assist you with educational planning and decision-making based on your interests, goals, work-life opportunities, and constraints.

We understand that transition to university can be daunting. It is a time of tremendous growth and adjusting to this new environment can be challenging. I encourage you to keep up with your study load during this adjustment period and participate in the many programs and opportunities offered by the University. This will also help you make new friends and develop a like-minded network to support you.

Welcome to the College of Business - I wish you every success here at Abu Dhabi University.

**Professor Barry O'Mahony**

Dean  
College of Business

# ABU DHABI UNIVERSITY ACADEMIC ADVISING

## Mission and Objectives

The Academic Advising office was founded in 2011 as one of Abu Dhabi University's strategic initiatives to support students in achieving their potential and academic goals.

The mission of Abu Dhabi University's Academic Advising Office is to guide and support students during their academic journey to ensure they succeed in achieving their goals and career objectives. This is done through constant and consistent communication with each student by forming a partnership with faculty mentors and academic advisors to create and maintain a solid foundation of engaged learning, an inner drive for proactive participation, and a strong sense of personal responsibility.

## Main Objectives of the Academic Advising Office

1. Develop academic programs that are consistent with students' goals and actual strength to support them in the challenge of making plans and taking decisions that are relevant to their interests and appropriate to their level.
2. Provide accurate and timely information regarding university requirements, policies, and procedures.
3. Guide and motivate students to develop themselves and take more responsibility for planning their own academic career.
4. Act as a focal point between students and the University to ensure that the students are fulfilling all their academic requirements.

## Responsibilities of Academic Advisors

1. Advise and assist students with respect to ADU policies and procedures, resources, and programs.
2. Assist students with registration issues and offer guidance with course selection.
3. Identify options for students to satisfy specific degree requirements, evaluate and make recommendations on petitions, and make adjustments to the student study plans.
4. Evaluate the students' level of development and uphold their growth by assessing the key factors and generating the required reports when necessary.
5. Work closely with the colleges and departments to provide vital information essential for the students' academic success.
6. Gather data through surveys, communications, and meetings to prepare reports when required.

# ABU DHABI UNIVERSITY ACADEMIC ADVISING

## Role of Faculty Mentors

University life can be a daunting enterprise for many students. The unfamiliar environment coupled with a heavy academic load can be enough to overwhelm anyone. Here in Abu Dhabi University, we are deeply committed to helping students succeed.

The faculty mentoring program is an initiative designed to ensure student success and make the transition to university a smooth one. Our faculty mentors are here to guide and help students adjust to university life. At the beginning of the freshman year, a faculty mentor from University College will be assigned to each student. During the sophomore year, a faculty mentor will be assigned to each student from the chosen concentration.

Faculty mentors will:

1. Provide information about rules, regulations, and requirements governing specific degree programs to aid students make informed decisions.
2. Deliver general guidance related to the student's field of interest.
3. Assist students with their choices of concentration and minors.
4. Mentor students throughout their academic journey in ADU.
5. Provide comprehensive feedback regarding students' performance.
6. Meet the at-risk students to monitor their progress and recommend the support needed for their academic development.

# ABU DHABI UNIVERSITY ACADEMIC ADVISING

## Responsibilities of Students

Successful advising is subject to a number of factors, all of which contribute to the overall success of a student. It is dependent on the shared understanding of, and commitment to, the advising process by students, advisors, and the University. Students will be informed of their academic responsibilities in the advising process.

The responsibilities of students include:

1. Recognizing the importance of the relationship with their advisors.
2. Getting the necessary information needed to understand degree requirements in their respective degree program.
3. Seeking the assistance of advisors/mentors or other university resources on a regular basis.
4. Keeping their assigned advisors/mentors informed of any academic difficulty and challenges they may be facing.
5. Taking full responsibility for their decisions in accordance with the best advice and information given.

# ACADEMIC ADVISING SERVICES

## Meet the College of Business Academic Advising Team

### **Ms. Gowri Kumar**

Academic Advisor (AD Campus)  
MHRM, Abu Dhabi University, UAE  
Tel: +971 2 5015659  
Email: Gowri.Kumar@adu.ac.ae

### **Ms. Corazon Agripa**

Academic Advisor (AD campus)  
MBA, Abu Dhabi University, UAE  
Tel: +971 2 5015759  
Email: Corazon.agripa@adu.ac.ae

### **Ms. Afnan Al-Khaldi**

Academic Advisor (AA Campus)  
Abu Dhabi University, UAE  
Tel: +971 3 7090765  
Email: Afnan.alkhaldi@adu.ac.ae

### **Walk-in Advising**

Walk in advising is available to assist students with general advising needs. Walk-in advising hours are from 9am to 6pm. Advisors will be available on a first-come-first-served basis. Depending on advisors' availability and walk in traffic, some waiting time may be required.

### **Individual Advising**

For personalized guidance throughout college, students at all levels are advised to make use of individual advising. This is when detailed questions and concerns can be clarified and strategies developed to maximize learning.

### **Virtual Advising**

Students may contact their academic advisors virtually through MS Teams to discuss general queries without the need to come to campus. Advisors are available for virtual advising from 9AM to 6PM on weekdays. For more specific concerns and formal requests, it is recommended that students contact the advisors through email.



# ACADEMIC INFORMATION

## Minors in the College of Business

BBA for Non-BBA Concentration Students	
ACC 200	Principles of Financial Accounting
ECO 201	Principles of Microeconomics
FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior
MIS 200	Intro to Management Information Systems
MKT 200	Principles of Marketing

Management for Non-Management Concentration Students	
Required Courses	
MGT 255	Management and Organizational Behavior
HRM 313	Human Resources Management
Choose 3 from the below list	
MGT 314	Entrepreneurship Management
MGT 321	Change Management
MGT 401	Organization Theory and Design
MGT 422	Management and Leadership Development
BUS306*	Applied Management Science
Choose 1 from the below list	
HRM 315	Staffing
HRM 404	Employee Relations
HRM 419	Training and Development (HRD)
HRM 424	Contemporary Research in HRM
Total of six (6) courses to be taken	
* For Engineering students who have completed Engineering Economy or Principles of Microeconomics	



# ACADEMIC INFORMATION

## Finance for Non-Finance Concentration Students

FIN 200	Principles of Finance
FIN 301	Managerial Finance
FIN 302	Financial Statement Analysis
FIN 303	Risk Management and Insurance
FIN 304	Management of Financial Institutions
FIN 400	Computer Application In Finance
FIN 401	Investment and Finance Policy
FIN 407	International Financial Management
FIN 409	Islamic Finance
FIN 499	Special Topics in Finance
<i>Choose six (6) from the above list</i>	

## Accounting for Non-Accounting Concentration Students

ACC 200	Principles of Financial Accounting
ACC 201	Principles of Managerial Accounting
ACC 302	Intermediate Accounting
ACC 304	Intermediate Accounting II
ACC 306	Cost Accounting
ACC 308	Accounting Information Systems
ACC 401	Advanced Accounting
ACC 404	Auditing
ACC 407	International Accounting
ACC 409	Taxation
ACC 499	Special Topics in Accounting
<i>Choose six (6) from the above list</i>	

## HR for Non-HR and Non-Management Concentration Students

### Required Courses

MGT 255	Management and Organizational Behavior
HRM 313	Human Resources Management
<b>Choose 3 from the below list</b>	
HRM 315	Staffing
HRM 404	Employee Relations
HRM 419	Training and Development (HRD)
HRM 424	Contemporary Research in HRM
<b>Choose 1 from the below list</b>	
MGT 314	Entrepreneurship Management
MGT 321	Change Management
MGT 401	Organization Theory and Design
MGT 422	Management and Leadership Development
<i>Total of six (6) courses to be taken</i>	

# ACADEMIC INFORMATION

DMC for Non-DMC Concentration Students	
Required Courses	
MKT 200	Principles of Marketing
MKT 402	E-Marketing and Social Media
ITE 414	Introduction to E-Commerce
Choose 3 from the below list	
MKT 301	Consumer Behavior
MKT 303	Retail Marketing
MKT 304	Marketing Communication
MKT 305	Marketing Research
MKT 401	International Marketing
MKT 405	Service Marketing
MAC 314	Communication Strategy in Advertising
ITE 415	Advanced E-Commerce Application Design

## College of Business Undergraduate Admission Requirements

Applicants whose UAE National Secondary School Certificate average is at least 65% will be granted conditional admission to the College of Business (COB).

## College of Business Curriculum and Study Plans

- Bachelor of Business Administration - General
- Bachelor of Business Administration with Concentration in
  - Accounting
  - Finance
  - Human Resource Management
  - Management
  - Digital Marketing Communications
  - Entrepreneurship and Innovation

# ACADEMIC INFORMATION

## Study Plans

- Please contact the registration department or your academic advisor to get an updated study plan.

## Declaration of Concentration

All new students who get admitted into the College of Business will join with 'Intended concentration' status. These students have to meet the following conditions to be able to declare their concentration as the Accounting, Finance, Human Resources Management, Management, Digital Marketing Communications, or Entrepreneurship and Innovation.

1. Completion of a minimum of 24 credit hours of university requirements, including transferred credits, with a minimum CGPA of 2.0 or its equivalent.
2. Completion of the following courses for each concentration with minimum 'C' grade requirement:
  - Bachelor in Business Administration - ENG200, STT100
  - BBA with Concentration in Accounting - ACC200, ACC201, ENG200, STT100
  - BBA with Concentration in Finance - FIN200, ECO201, ENG200, STT100
  - BBA with Concentration in Digital Marketing Communications - MKT200, FWS305, ENG200, STT100
  - BBA with Concentration in Management/HRM - ENG200, STT100, MGT255, FWS305
  - BBA with Concentration in Entrepreneurship and Innovation - ENG200, STT100, MGT255, FWS310

## Declaration of Double Concentration

COB undergraduate students may declare and complete two undergraduate concentrations with the understanding that the student receives one baccalaureate degree upon graduation. Students who wish to complete two concentrations must first satisfy the entry requirements of both concentrations and then must take all the courses required for both concentrations. The total number of credits students must take to complete the two concentrations can be no less than 30 credits above the number of credit hours in the concentrations with the greater number of required credits.



# ACADEMIC INFORMATION

## **Internship Requirements**

Internship is a supervised training course that carries credit. Each internship will be planned and organized by the Employability and Alumni Relations Office in conjunction with the College of Business. Undergraduate students who have completed 90 credit hours, completed three concentration courses, and have a minimum CGPA of 2.0 are eligible for internship.

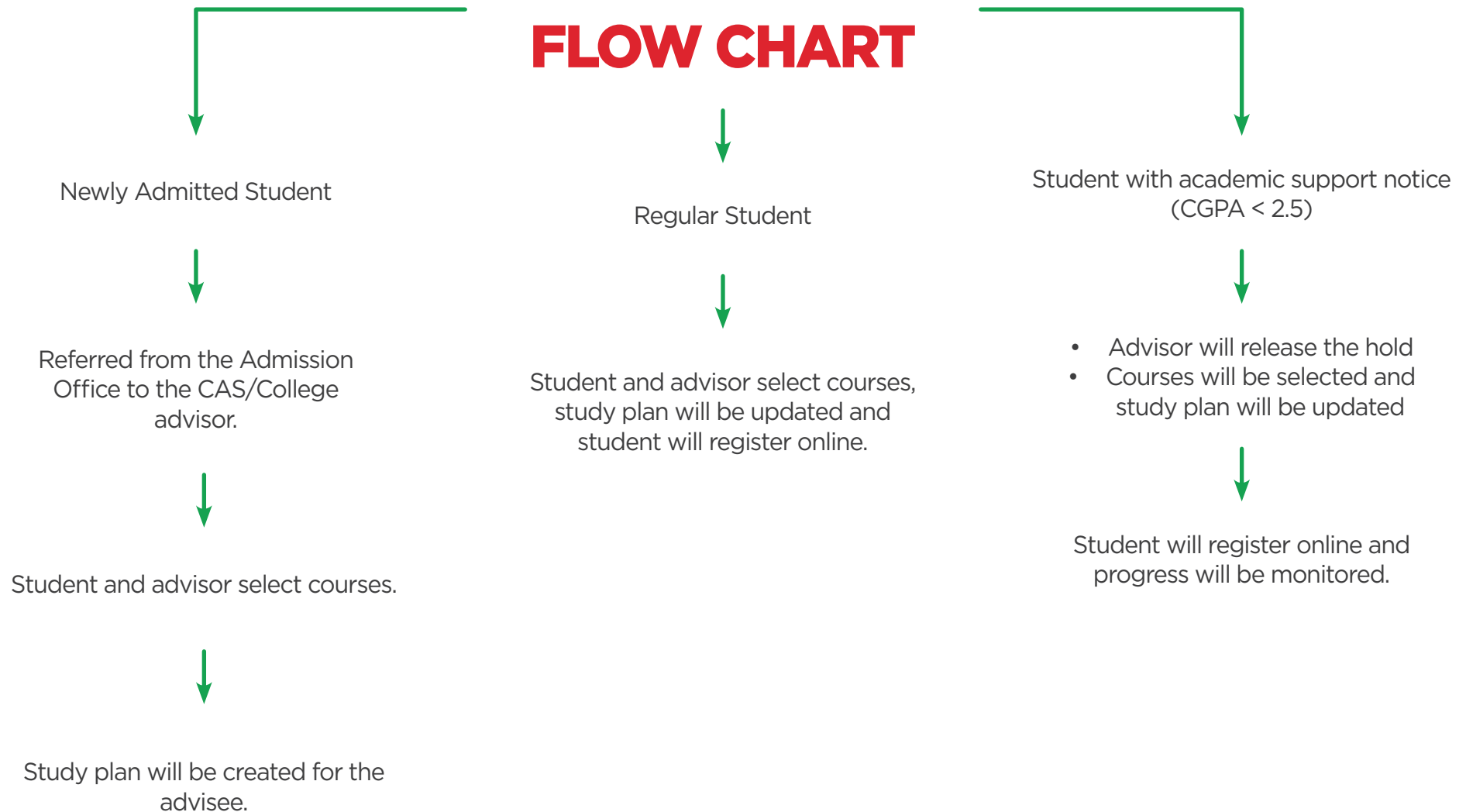
Students who are accepted into the internship program will be required to work for 240 hours with the company assigned to them under faculty supervision.

## **Graduation Requirements**

Undergraduate students must successfully complete all course requirements as well as other academic activities assigned to their specialized study plan. The CGPA of each undergraduate student must be at least 2.0 out of 4.0.

# REGISTRATION PROCEDURES

## REGISTRATION FLOW CHART



# FORMS AND APPLICATIONS

Link to online applications and forms: <https://www.adu.ac.ae/current-students>

## ACADEMIC SUPPORT SERVICES

### Tutorial Services

Below are the names of our Teaching Assistants in COB. Business students who need extra support with their concentration courses should visit the relevant Teaching Assistant.

Name	Email Address	Office Location	Extension
Mr. Kamran Yousaf	kamran.yousaf@adu.ac.ae	A-2F-57	02 5015276
Ms. Yasmin Al Sharif	yasmin.alsharif@adu.ac.ae	A-2F-27	02 5015671
Ms. Prerna Kumari	prerna.kumari@adu.ac.ae	A-2F-24	02 5015676
Ms. Bushra Jaleel	Bushra.jaleel@adu.ac.ae	F23-A04	03 7090759

### Academic Success Center

The Academic Success Center (ASC) is a combination of the operations of the former Learning Support Center and the Writing Center. Its aims is to provide students with the skills and knowledge to become independent learners. The ASC supports all ADU students and is run by University College. It is a hub that provides students with access to all the academic support they need to move to the next level in their performance.

The Center's space can also be used by students to self-study or to hold group study sessions. ASC also provides workshops to help students meet their curriculum goals and collaborates with faculty and staff from other college/departments to offer workshops that focus on life skills and future work skills. It also offers support to students referred to the Center as part of the Early Attention Program (part of the college retention activities) and occasionally organizes competitions where students can showcase their talents.

The services at the Center are offered either by peer tutors, academic tutors, or faculty. Peer tutors are high performing students who have been carefully selected to volunteer at the Center to assist and encourage their peers. Academic tutors are high achieving graduate students with expertise in specific subjects. They offer one-on-one tutoring sessions as well as workshops in their field of specialization. All University College faculty devote a number of hours per week to the Center, offering workshops or tutoring sessions.

# Employability & Alumni Relations Office (EARO)

The Employability & Alumni Relations Office provides an all-inclusive approach to career development beginning with career awareness and career decision making and aims at helping students and graduates in developing, evaluating and executing their career plans. The Employability & Alumni Relations Office focuses on experiential education opportunities throughout the academic year in tune with the requirements of the UAE labor market. Therefore, upon graduation, Abu Dhabi University students manage to get their way to the most prestigious companies in the country and reach higher in their career pursuits. The Employability & Alumni Relations Office offers a range of services:



# FAQ

## 1. What do the different grades mean?

Grade	Grade Point	Percentage	Meaning of the Grade
A	4.00	90-100	Excellent
B+	3.50	85-89	Very Good
B	3.00	80-84	Good
C+	2.50	75-79	Satisfactory
C	2.00	70-74	Satisfactory
D+	1.50	65-69	Poor
D	1.00	60-64	Poor
F (credit)	0.00	Less than 60	Fail
F (non-credit)	N/A	N/A	Fail
P (non-credit)	N/A	N/A	Pass
I	N/A	N/A	Assigned for Incomplete course work
T	N/A	N/A	Transferred course
IP	N/A	N/A	In Progress
W	N/A	N/A	Withdrawal from a course
WA	N/A	N/A	Withdrawal from a course due to exceeding absence limit
CC	N/A	N/A	Course Continuation
H	N/A	N/A	Final grades on hold

# FAQ

## 2. How is my CGPA calculated?

- For each course, multiply the grade points defined for the grade (A=4, etc.) by the credit hours of the course
- Add all of the Quality Points
- Add all of the GPA hours taken at ADU
- Divide the sum of the Quality Points by the GPA hours

## 3. What is an Incomplete grade?

- An Incomplete grade is an agreement between the student and instructor indicating that the student's work in a course has been of passing quality but is not completed due to circumstances beyond the student's control. It does not count towards the GPA nor are units counted towards graduation until the course has been completed and the final grade posted on the official transcript.
- If an Incomplete grade is not completed by the deadline, it converts to an 'F' which does count towards the GPA.

## 4. What happens if I repeat a course?

- Only the highest grade will be calculated in the CGPA.

## 5. What does probation mean?

- If the student's CGPA drops below 2.0 after completing at least 30 credit hours, he/she will be placed on academic probation in the following semesters until the CGPA increases to 2.0 or higher. As long as the student remains on probation, he or she will be limited to 12 credit hours in course credits per semester. Any student who is under academic probation is allowed to change concentration only once.
- If the student's CGPA remains below 2.0 at the end of the Spring semester in the following academic year, the student will be dismissed from the University and will become eligible to apply for re-admission to the university as specified in the re-admission policy.

## 6. How many semesters are there in ADU?

- There are two regular semesters (Fall and Spring) and two optional semesters (Winter and Summer).

# FAQ

## **7. How many credit hours can I register in a semester?**

- Full time undergraduate students carry a minimum load of 12 credit hours per semester. Part-time undergraduate students carry a load of less than 12 credit hours per semester.
- The maximum number of credit hours per semester is 19.
- If the appropriate Academic Advisor, Chair of the Department, and Dean support the request, a student may register for up to a maximum of 21 credit hours in any Fall or Spring semester if the student's CPGA is equal to or greater than 3.00.
- A student may register for up to a maximum of 7 credit hours in any summer or winter term.

## **8. What does academic support notice mean?**

- Any student whose CGPA is below 2.5 is considered under academic support. Their accounts will be under academic hold and they will need to see their academic advisors in order to register in courses and improve their academic standing.