



جامعة أبوظبي  
Abu Dhabi University



COLLEGE OF  
BUSINESS



**Professor Barry O'Mahony**  
Dean, College of Business

## Message from the Dean

Welcome to the College of Business at Abu Dhabi University

The College of Business (COB) is an internationally recognized business school accredited by the Association to Advance Collegiate Schools of Business (AACSB) and the European Foundation for Management Development (EQUIS). Our programs are accredited by the Ministry of Education's Commission for Academic Accreditation here in the United Arab Emirates (UAE).

Abu Dhabi University is a young, dynamic university, consistently ranked among the best in the Arab region (27th in QS World University Arab Rankings). The QS rankings also place us within the world's top 150 universities under 50 years of age.

The College curriculum is informed by local and international business leaders to ensure that it remains relevant to the contemporary work environment. We continually review and improve our program and course portfolio to provide our students with innovative and engaging learning experiences that reflect the current and emerging priorities of industry, government, and the professions.

Our commitment to our students includes research into the scholarship of teaching and learning that enhances student support programs and allows our students to reach their academic potential. This student-centric philosophy includes creating international study opportunities in Australia, Brazil, France, Ireland, South Korea and the United Kingdom. Students can also elect to enroll in joint degree programs with Queensland University of Technology or Monash University (QS world rank 55).

We select our highly qualified faculty from some of the world's most prestigious universities. They advance student learning by creating a learning environment that bridges the gap between business theory and industry practice. Real-world examples include our Bloomberg trading floor, business simulations, local and international industry case studies, and authentic industry-based assessments.

Our research extends our industry orientation, and we collaborate locally, regionally, and internationally to conduct high impact research focused on current and emerging business challenges. This continual engagement with our multiple industry connections allows us to deliver up-to-date specialist knowledge to ensure our students develop the skills, values, and mindset required to meet the current and future needs of industry and enter the workforce with confidence.

Whether you join us for an undergraduate, master's, or doctoral program, I am confident that you will find the College of Business an exciting and supportive learning environment. It is my privilege to welcome you to our College - my colleagues and I are committed to your success.



## Why the College of Business?

- Our College of Business is both EQUIS and AACSB accredited. Only 1% of business schools worldwide have this double accreditation.
- Dual Degree with Queensland University of Technology ,2.5+1.5 Degree with Monash University and student exchange agreements with Universities in US, Asia , Europe and Australia
- Flexible schedule to suit working students
- Opportunity to gain prestigious international professional certifications including CIMA, CIPFA, IFC, CFA, CMA, Google Awards, and Google Analytics.
- Diverse faculty from top universities
- Close collaboration with corporate partners
- Innovative programs demanded by the marketplace
- Diverse student body with over 80 nationalities
- University and all its programs are accredited by the Commission for Academic Accreditation (CAA\*) UAE Ministry of Education and Western Association of Schools and Colleges (WASC\*) USA
- College of Business offers membership in Beta Gamma Sigma (BGS) international business honor society through its ADU Chapter. We offer our business students' to gain insights into business operations through a variety of programs supported by our BGS Engagement activities. The Chapter plays a pivotal role in promoting the BGS principles through its unique initiatives such as Executive Shadowing program and Distinguished Speaker series. Our Chapter comprises the best and brightest Business students at ADU, and they benefit from BGS and help make our Chapter an asset to ADU as a whole. Joining this global society of 'best in business' will help open doors for you that no other organization can.

## Programs in collaboration with International Universities

The International Partnerships in the College of Business at ADU reflect our Global Standing. We offer Joint degree and Short term exchange study opportunities with world class institutions across the world. This will enable COB students to gain a global outlook and become part of internationally accredited and highly ranked universities in countries such as Australia, Brazil, France, Ireland, South Korea, U.K and U.S. We offer Joint Degree Programs with the following highly ranked Universities:

- Queensland University of Technology, Australia (Dual Degree in Bachelor of Business)
- Monash University, Australia (2.5+ 1.5 Degree in Bachelor of Business)
- Griffith University, Australia (Master of Business Administration (MBA) program in collaboration with Griffith Business School)

## Partnership with International Universities

In collaboration with institutions that are spread across four continents, the College of Business Study Abroad Program provides students the opportunity for a semester exchange with our partner universities given below.

- Audencia Business School, France
- Rennes School of Business, France
- Burgundy Business School, France
- NEOMA Business school, France
- Dublin City University, Ireland
- Korean University Business School, South Korea
- SDM Institute of Management, India
- University of South Florida, United States
- University of Sao Paulo, Brazil
- University of Kent, UK
- Indian Institute of Management Kozikode, India

For more information, kindly contact advising office.

## Job Placement & Internships

Our students have access to an all-inclusive approach to their career development, beginning with career awareness and career decision making, and this helps students and graduates in developing, evaluating and executing their career plans. For students to get job opportunities in top companies, some of the career services include:

- Career services that offer guidance from professional career advisors.
- Career fairs that are attended by local and international companies.
- Employer talks that allow students to get acquainted with professional career paths.
- On-campus student employment program.

## Financial Aid & Scholarships

The University offers very attractive scholarships for meritorious students and ADU Alumni. Details are available at the Financial Aid and Scholarships Office.

## Accreditation



ADU is internationally accredited by the Senior College and University Commission of the **Western Association of Schools and Colleges (WSCUC)**.

**WSCUC** is the highest form of accreditation available in the USA, and accredits such prestigious institutions as Stanford University, California Institute of Technology, The University of California System, and the California State University system.

The **Association to Advance Collegiate Schools of Business** is the world's largest business education network connecting students, academia, and businesses to advance business education worldwide.

**AACSB** ensures the highest quality standard in business education to prepare the next generation of business leaders. **AACSB** fosters engagement, accelerate innovation, and amplify impact in business education through the accreditation standards.

**EQUIS** is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Business Schools that are accredited by **EQUIS** must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalization and connectedness to corporations. **EQUIS** accreditations attach particular importance to the development of managerial and entrepreneurial skills, together with a student's sense of global responsibility.

YOU CAN  
INSPIRE FUTURE  
GENERATIONS



## Research & Events

All College of Business faculty are research active. A total of 76 faculty projects from the college have received internal and external research funding over the last few years from organizations, such as Abu Dhabi Educational Council, National Research Foundation, Al Hosn Gas, Emirates Foundation, Google, etc.,

In addition, some of the key initiatives of the College of Business in this area are:

- **Annual International Conference of Management (ICOM):** The College organizes the annual International Conference of Management (ICOM), in partnership with various reputed International journals. It is one of the biggest academic conferences in the region.
- **Forum on Sustainability** in the UAE in collaboration with the Social Environmental Accounting Research Center in Scotland in (October 2017).
- **The Teen India event** with more than 500 teachers representing over 100 schools across the UAE.
- **The Smart cities forum** in collaboration with Dubai Economic Department.
- **Student Activities:** The College organizes a rich variety of social, artistic, educational, cultural, environmental, athletic and business programs and competitions. Students of the College of Business have won awards at many national competitions in the UAE, such as: the Undergraduate Research Competition, IDEA Factor, Business for Better and the Stock Market Competition as well as the CIMA - Accounting Competitions and Ernst and Young Excellence award in Accounting/Finance.



## College of Business Programs

College of Business's programs are offered across three campuses to meet the market needs in the region.

Programs	AD Campus	AA Campus	DXB Campus
Bachelor of Business Administration - General	√	√	
Bachelor of Business Administration - with Concentration in			
• Accounting	√	√	
• Finance	√	√	
• Human Resources Management	√	√	
• Management	√	√	
• Digital Marketing Communications	√	√	
• Entrepreneurship and Innovation	√	√	
Master of Business Administration (MBA) - General	√	√	√
• Master of Business Administration (MBA) - focused on			
• Finance	√	√	√.
• Human Resource Management	√	√	√.
• Project Management	√	√.	√.
• Tourism and Event Management	√	√.	√.
• Aviation Management	√	√.	√.
• Insurance and Risk Management	√	√.	√.
• Organizational Excellence and Quality Management	√	√.	√.
• Strategic Management	√	√.	√.
Master of Strategic Leadership	Fall only		Spring only
Doctorate of Business Administration	Fall only		Spring only

- Up to three courses might be offered in AD campus.

# For more information

 **600550003**

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 **[www.adu.ac.ae](http://www.adu.ac.ae)**

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V: 102021

# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 24 Credit Hours</b>					
ACC 302	Intermediate Accounting	ACC 304	Intermediate Accounting II	ACC 306	Cost Accounting
ACC 308	Accounting Information Systems	ACC 399	Internship/Project in Accounting	ACC 401	Advanced Accounting
ACC 404	Auditing	ACC 407	International Accounting		
<b>Concentration electives: 3 Credit hours (Select one course)</b>					
ACC 400	Government and Not for Profit Accounting	ACC 310	Introduction to CIMA Professional Diploma	ACC 488	Internship II in Accounting
ACC 499	Special Topics in Accounting	FIN 302	Financial Statement Analysis	ACC409	Taxation
<b>Open Electives: 9 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III



## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN ACCOUNTING

## Program Overview

This concentration provides students with the essential knowledge and skills needed to effectively and efficiently perform accounting functions in businesses, public, and not-for-profit organizations both locally and internationally.

## Professional Certifications

In collaboration with international professional bodies, Abu Dhabi University students will have the opportunity to seek membership with the Chartered Institute of Management Accountants (CIMA) or become Associate Certified Financial Consultants.

- Students will have to take only one exam to get the CIMA Diploma in Management Accounting, and later they will have the chance to apply for the CIMA Advanced Diploma in Management Accounting.
- Accounting and finance students can apply to become Associate Certified Financial Consultants (CFC) upon their graduation from ADU after gaining the required three years' experience.

## Career Prospects

The BBA program with Concentration in Accounting offers many employment opportunities in different organizations, such as: banks, hospitals, insurance companies, auditing firms, retail firms, import-export companies, management consulting firms, utility companies, and public and government organizations.

Examples of accounting positions include: Assistant Accountant, Financial Manager or Executive, Accounts Payroll, Receivable and Payable, External Auditor, Financial Advisor, Management Accountant and Consultant, Governmental Accountant or Auditor, Bank and Financial Institution Accountant, and Internal Auditor.

## Student's Testimonial

### Azra Maliha

Abu Dhabi University's cultural diversity provides a great opportunity to enrich the knowledge and learning experience. ADU's College of Business has a very strong reputation in the UAE. The academic-focused traditional university environment is enhanced with creativity and innovation. With excellent faculty, effective teaching methods and professional career advising, I was able to graduate in only three years and also maintain a remarkable CGPA. The skills that I have gained through my degree will make me a productive and proactive employee, and take me a long way in my career.



## BBA with Concentration in Accounting graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Apply accounting concepts, principles, standards, and processes to different types of organizations.
- Use appropriate accounting techniques for planning, decision making, and control within organizations.
- Evaluate the financial and managerial performance of organizations by analyzing its accounting information.
- Critically analyze accounting issues within ethical value frameworks while effectively communicating conclusions reached.

## Faculty Profile

### Prof. Sherine Farouk - Professor of Accounting

Prof. Sherine earned her doctoral degree from London Metropolitan University, UK. Prior to joining Abu Dhabi University, she held academic positions at the London School of Economics, UK, and the Arab Academy for Science and Technology, Egypt. She has also provided accounting training and consultancies to many organizations worldwide. Prof. Sherine teaches at both undergraduate and postgraduate levels at the College of Business and published multiple research papers in high impact academic journals in her area of discipline. She also serves as an associate dean of the College of Business.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 21 Credit Hours</b>					
MKT 301	Consumer Behavior	MKT 305	Marketing Research	MAC 314	Communication Strategy in Advertising
MKT 399	Internship/Project in Marketing	MKT 402	E-Marketing and Social Medi	ITE 414	Introduction to E-Commerce
ITE 415	Advanced E-Commerce Application Design				
<b>Concentration Electives: 3 Credit hours (Select one course)</b>					
MKT 303	Retail Marketing	MKT 304	Marketing Communication	MKT 401	International Marketing
MKT 405	Service Marketing	MKT 488	Internship II in Marketing	MKT 499	Special Topics in Marketing
<b>Open Electives: 12 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III
OE 4	Open Elective IV				



## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN DIGITAL MARKETING COMMUNICATIONS



## Program Overview

Digital Marketing Communications is an interdisciplinary concentration that combines, technology, social media, marketing, advertising, and communication that prepares graduates to work in all sectors and industries. Studying Digital Marketing Communications prepares students to start their own business in social media marketing and provides them with the skills to work as part of a team in large organizations.

Digital media and information technology have fundamentally altered the operations of businesses around the globe over the last decade. Digital marketing is now integral to all aspects of marketing and business growth. The traditional advertising and promotion models are being rapidly replaced by online communications modes through mobile, social media and other evolving online channels. Such changes increase the need for highly qualified graduates with relevant knowledge and skills in the field of digital marketing.

According to the Internet World Statistics, about 93% of the UAE population are Internet users. Compared to the global average, UAE has experienced a much higher rate of growth in internet and mobile use. Internet users in the UAE are spending a lot more time online compared to the global average. In addition, UAE residents are known to quickly adopt advanced technology and 37% of their time spent online is devoted to social media/online networking, which has rapidly increased the use of digital marketing tools to reach target customers.

The goal of the BBA with Concentration in Digital Marketing Communications is to provide students with the required knowledge of online marketing infrastructure and the necessary marketing skills to gain entry into this exciting, growing, creative and rewarding profession.

## BBA with Concentration in Digital Marketing Communication graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment
- Apply analytical and critical thinking to specialized business problems
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Analyze consumer markets and buyer behavior to create customer satisfaction for building market oriented strategy.
- Conduct marketing research, analyze research results and recommend marketing strategies on the basis of the research results.
- Design and implement the digital marketing and communication strategies.
- Develop sustainable marketing activities that are socially and environmentally responsible to meet both the immediate and future needs of customers and the company.

## Faculty Profile

### Dr. Shilpa Iyanna - Associate Professor of Marketing

Dr. Shilpa Iyanna is an Associate Professor of Marketing, at Abu Dhabi University, and earned her PhD from the University of Nottingham, United Kingdom. Her main research interests are in the fields of consumer behaviour, customer value, value co-creation and sustainable consumption. Dr. Shilpa's work has appeared in numerous peer-reviewed international journals and conference proceedings, such as the American Marketing Association Summer Conference and Academy of Marketing Science Conference.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 21 Credit Hours</b>					
MGT 422	Leadership and Management Development	INE 344	Innovation within Entrepreneurial Ventures	INE 346	Entrepreneurial Finance
INE 347	Entrepreneurial Marketing	INE 348	Venture Feasibility Study	INE 377	Business Plan Development
INE 399 I/P	Internship/Project in Entrepreneurship				
<b>Concentration Electives: 6 Credit hours (Select two course)</b>					
INE 350	Franchising and Licensing	MGT 411	Project Management	INE 352	Managing Family Business
INE 499	Special Topics in Entrepreneurship	MKT 303	Retail Marketing	MKT 405	Service Marketing
MKT 402	e-Marketing & Social Media	INE 342	Social Entrepreneurship		
<b>Open Electives: 9 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III



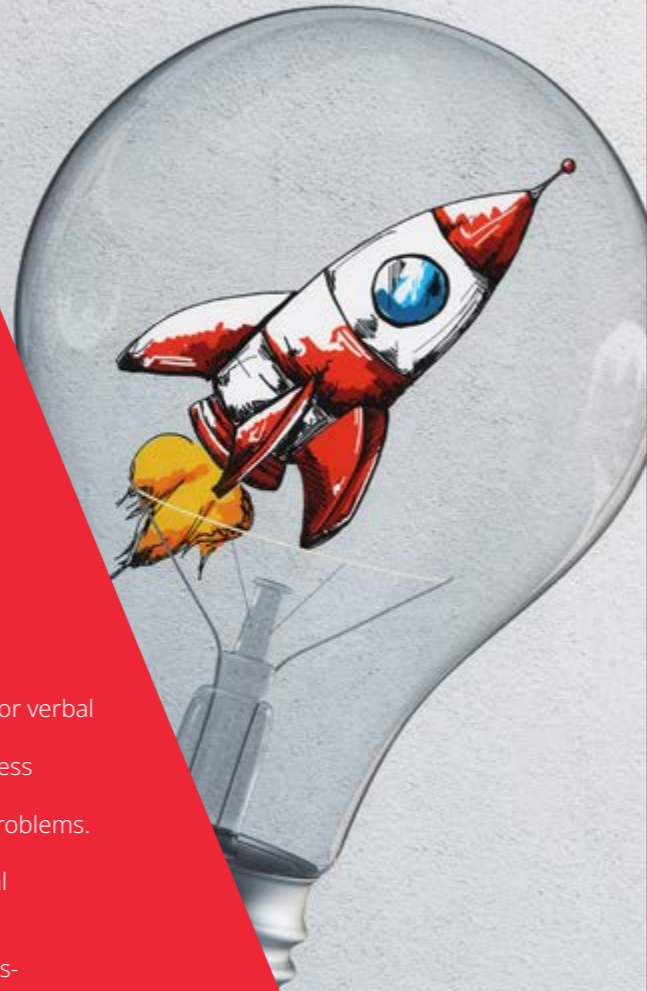
## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION

## Program Overview

Entrepreneurship is fast becoming a transformational trend in the 21st century. It has the capacity to reshape economies and industries, is a key driver of economic growth, generates jobs, introduces new products and services, and is vital for creativity and innovation. This concentration will help you develop the knowledge and skills in creativity and innovation, social entrepreneurship, business formation and organizational renewal.

## BBA with Concentration in Entrepreneurship and Innovation graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Demonstrate entrepreneurial leadership skills and knowledge.
- Evaluate idea viability for the creation of sustainable business ventures.
- Demonstrate an understanding of the processes and functions of managing entrepreneurial ventures.



## Career Prospects

Graduates of this concentration will be well placed to launch their own businesses, help with family businesses or join other organizations to help with their expansion, new product development, innovation and ideas. Example positions for the graduates include: Innovation Manager, Foresight Officer, Venture Capitalist, Service Designer, Business Analyst, and Business Development Manager.

## Faculty Profile

**Dr. Petra Turkama** - Assistant Professor of Management, and Director of the Innovation Center

Her areas of expertise include innovation and technology management, digital service creation, entrepreneurship, and business model design. She is an active contributor to international research projects, conferences and boards. Prior to joining academia, Dr. Turkama worked in telecommunications industry in various business development and consulting roles.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 21 Credit Hours</b>					
FIN 301	Managerial Finance	FIN 302	Financial Statement Analysis	FIN 303	Risk Management
FIN 304	Management of Financial Institutions	FIN 399	Internship/Project in Finance	FIN 401	Investment and Finance Policy
FIN 407	International Financial Management				
<b>Concentration Electives: 6 Credit hours (Select two course)</b>					
ACC 302	Intermediate Accounting	ACC 310	Introduction to CIMA Professional Diplomas	FIN 350	Personal Finance
FIN 400	Computer Application In Finance	FIN 420	Introduction to Econometrics	FIN 488	Internship II in Finance
FIN 499	Special Topics in Finance	FIN409	Islamic Finance		
<b>Open Electives: 9 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III



## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN FINANCE

## Program Overview

Finance is concerned with sources and uses of funds by individuals, business organizations and governments. It is an engaging field of study with a direct bearing on our everyday lives and on business. Being a practice-oriented subject, it is very well respected in the marketplace. The BBA program with Concentration in Finance provides students with the essential knowledge and skills needed to effectively and efficiently manage the financial aspects of businesses, public, and not-for-profit organizations both locally and internationally.

## Professional Certifications

Students graduating with a Finance concentration are eligible for waivers and special concessions in getting professional diplomas and certifications such as: CIMA Diploma in Management Accounting, IFC's Certificate in Financial Consulting (CFC) and CIPFA's portfolio of qualifications (the UK Professional Qualification Certificate (PQ)), and the International Public Financial Management Certificate (IPFM).

## Career Prospects

The Finance concentration offers many employment opportunities in various organizations, such as: banks, hospitals, insurance companies, manufacturing firms, retail firms, import-export companies, management consulting firms, utility companies, and public and government organizations.

Career options for BBA with Concentration in Finance graduates include: financial management, commercial and investment banking, government finance, insurance, brokerage, commodities trading, and real estate. All of these tracks offer opportunities to quickly rise to the level of Chief Financial Officer (CFO), Financial Planner, Treasurer, Portfolio Manager, Risk Manager, or Investment Adviser, etc.

## Student's Testimonial

**Lukas Christnacht** - Business Consultant at Blujay Solutions.

Pursuing a Bachelor's degree in Finance and the MBA program at Abu Dhabi University has always been one of the greatest experiences to me. In my opinion, ADU offers an excellent community accompanied with magnificent faculty and bright students creating a unique educational environment. The knowledge and skills taught in a practical manner enabled me to stand out of the crowd in a fast-paced work environment. Moreover, thinking out of the box and high academic achievement were always recognized. I also had the privilege to serve as Beta Gamma Sigma Student Officer by engaging in various co-curricular activities, including the representation of ADU at the Global Leadership Summit in Chicago. I recommend the COB programs to anyone willing to not only learn about business, but also to accelerate career perspectives by building an exclusive network paired with flexible leadership development.



## BBA with Concentration in Finance graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Understand the financial statements and apply various problem-solving techniques to analyze the financial data.
- Interpret the main risks faced by the individuals or companies and apply appropriate problem solving techniques to measure and manage risks.
- Identify the functions and operations of financial markets.

## Faculty Profile

**Dr. Hazem Marashdeh** - Associate Professor of Finance

He has over 15 years of experience in the government and academic sectors. Prior to joining ADU, he worked as Dean of the College of Business at Al Hosn University, as a senior financial economic researcher at the Securities and Commodities Authority in UAE (SCA), and as an Assistant Professor of Finance at the University of Dubai. His research interests lie in the fields of financial economics, stock market integration in the GCC and MENA region, stock market efficiency, Islamic stock markets and financial development, and economic growth.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 12 Credit Hours</b>					
FIN 301	Managerial Finance	HRM 313	Human Resources Management	MKT 301	Consumer Behavior
MGT 411	Project Management				
<b>Concentration electives: 15 Credit hours</b>					
(Take at least one course from ACC/FIN, HRM/MGT, and MKT from the list below) and only one course from (MGT-399I/P, MKT-399I/P)					
ACC 302	Intermediate Accounting	ACC 306	Cost Accounting	ECO 401	Labor Economics
FIN 302	Financial Statement Analysis	FIN 303	Risk Management	HRM 404	Employee Relations
MGT 422	Management and Leadership Development	INE344	Innovation within Entrepreneurial Ventures	MGT 321	Change Management
MGT/ MKT 399-I/P	Internship / Project in Management or Marketing	MIS 304	Business System Analysis and Design	MKT 303	Retail Marketing
MKT 304	Marketing Communication	MKT 305	Marketing Research	MKT 401	International Marketing
MKT 405	Service Marketing				
<b>Open Electives: 9 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III



## BACHELOR OF BUSINESS ADMINISTRATION

## Program Overview

The BBA program provides students with the essential knowledge and skills needed to effectively and efficiently manage businesses, public, and not-for-profit organizations both locally and internationally.

## BBA graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.



## Student's Testimonial

**Sara Kittaneh** - Associate Auditor

I consider ADU as one of the greatest stations in my journey. It helped me to invest my time and energy through my studying years in various extracurricular activities such as: research, competitions, sports, and volunteering activities. I used to spend and enjoy my time at campus using the facilities available. I am very grateful for the professors who were mentors and supported me with their knowledge to identify my goals in the career path and reach them. As a business graduate I am very pleased that my BBA degree is accredited by AACSB and EQUIS which only 1% of business schools worldwide have this double accreditation.



## Career Prospects

The BBA degree offers many career paths for BBA graduates include: Account Executive, Purchasing Agent, Administrative Analyst, Claims Representative, Insurance Underwriter; Management Consulting, Materials Management, Business Analyst, Account Manager, Administration Consultant, Project Manager, Contract Administrator, Production/Operations, Production Planner, Public Administration, Health Administrator, and Bank Officer.

Various types of organizations demand these types of professions. These include: banks, hospitals, insurance companies, manufacturing firms, retail firms, import-export companies, management consulting firms, utility companies, and public and government organizations.

## Faculty Profile

**Dr. Fauzia Jabeen** - Professor of Management

Dr. Fauzia Jabeen is a Professor of Management at the College of Business at Abu Dhabi University. Prof. Jabeen is a prolific writer, with many published works on organizational behavior, gender studies, entrepreneurship, social responsibility, sustainability, etc., to her credit

in high impact factor journals. She also serves as the Head of Engagement and Corporate Relations and Chapter Advisor-Beta Gamma Sigma honor society at Abu Dhabi University. She is also the Visiting Professor at Burgundy School of Business, Dijon, France. She has received scholarly awards and research grants from various UAE/ Global funding agencies such as Al Hosn Gas and Fulbright Scholarship, USA. Other awards include the Beta Gamma Sigma 2018 and 2020 Chapter Advisor of the Year Global Award, ADU-Distinguished Faculty Award 2020, Emerald Literati Awards in 2018 and 2019.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 18 Credit Hours</b>					
HRM 313	Human Resources Management	HRM 315	Staffing	HRM 404	Employee Relations
HRM 419	Training and Development (HRD)	MGT 399	Internship / Project in HRM	MGT 422	Management and Leadership Development
<b>Concentration Electives: 6 Credit Hours (Select any two courses)</b>					
MGT 321	Change Management	ECO 401	Labor Economics	HRM 424	Contemporary Research in HRM
MGT411	Project Management				
<b>Open Electives: 12 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III
OE 4	Open Elective IV				



## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN HUMAN RESOURCES MANAGEMENT (HRM)



## Program Overview

The BBA with concentration in HRM program provides students with the essential knowledge and skills needed to effectively and efficiently manage human resource functions in businesses, public, and not-for-profit organizations both locally and internationally.

## BBA with Concentration in HRM graduates will be able to:

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Apply HR functions in organizations.
- Evaluate HR practices in local and international organizations.
- Analyze human behavior and labor-management practices for sustainable organizations.



## Student's Testimonial

**Noura AL-Neyadi** - Human Resources Planner – Ministry of Interior (UAE)

Abu Dhabi University is a well-reputed private university in the UAE with a sense of local tradition. It's a culturally diversified university that enhances the knowledge and learning experiences of each student. It focuses on developing its students both in academic and non-academic aspects. It provides an environment that encourages creative and innovative involvement of the students. The faculty and the teaching staff are experts in their respective fields and is focused on the career advancement of each student. The diverse cultural environment provides a memorable and excellent learning environment.



## Career Prospects

The HRM concentration offers many employment opportunities at different organizations, such as: banks, hospitals, insurance companies, manufacturing firms, retail firms, import-export companies, management consulting firms, utilities companies, and public and government organizations.

Career options for BBA with concentration in HRM graduates include: HR Officer, Compensation and Benefits Officer, Payroll Specialist, Training and Development Officer, HR Manager, and HR Director.

## Faculty Profile

**Dr. Christina Koutra** - Associate Professor in Management

Dr. Christina Koutra holds a PhD from the University of Brighton, UK; and an MSc and a BSc from the University of Surrey, UK. She also holds an ESRC Postdoctoral Fellowship, and a UNWTO research grant in Tourism Development; she is a Fellow of the Higher Education Academy in the UK, and a recipient of the Middle East and Africa "Women in Education Leadership Award". She currently works as an Associate Professor in Management in Abu Dhabi University, Abu Dhabi, UAE. Christina has worked, undertaken research, and delivered consultancy globally: the UK, Ghana, Peru, Nepal, Greece, Saudi Arabia, France, Vietnam and UAE. She presented in international conferences, delivered keynote speeches, authored and edited books and journal papers. Her research interests are mainly in Human Resource Management, Tourism Development, and Corporate Social Responsibility!



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>University Requirements: 39 Credit Hours</b>					
ARL101 (A)	Communication Skills in Arabic I	ENG 200	English II	FWS 310	Fundamentals of Innovation and Entrepreneurship
FWS 201	Fundamentals of Life Skills	FWS 205	UAE and GCC Society	FWS 211	Fundamentals of Emotional Intelligence
FWS 305	Technical Communications for Workplace	FWS 100	Academic Skills for Success	ISL 100 (A)	Islamic Culture
ITD 100	Introduction to Information and Digital Technology	MTG 100	Math for Life	SIS 201	Introduction to Sustainability in Science
STT 100	General Statistics				
<b>College Requirements: 45 Credit Hours</b>					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
<b>Concentration Requirements: 18 Credit Hours</b>					
HRM 313	Human Resources Management	INE344	Innovation within Entrepreneurial Ventures	MGT 321	Change Management
MGT 399	Internship / Project in Management	MGT 411	Project Management	MGT 422	Management and Leadership Development
<b>Concentration Electives: 6 Credit hours (Select any two courses)</b>					
MGT 401	Organization Theory and Design	INE 352	Managing Family Business	HRM 424	Contemporary Issues in HRM
MGT 499	Special Topics in Management	INE 342	Social Entrepreneurship	MGT 488	Internship II in Management
<b>Open Electives: 12 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II	OE 3	Open Elective III
OE 4	Open Elective IV				



## BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN MANAGEMENT

## Program Overview

The BBA with Concentration in Management program provides students with the essential knowledge and skills needed to effectively and efficiently manage functions in businesses, public, and not-for-profit organizations both locally and internationally.

## BBA with Concentration in Management graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Evaluate the business functional areas of organizations.
- Perform managerial tasks in local and international organizations.
- Analyze the impact of individual and group behaviors, leadership, and ethical issues on organizational performance.



## Student's Testimonial

**Mohammed Al Shamsi** - Administrative officer - Armed Forces - Abu Dhabi

I'm very happy to have earned a Bachelor degree from Abu Dhabi University, and I feel very positively confident about my progression in Abu Dhabi University. I thank His Highness Sheikh Hamdan Bin Zayed Al Nahyan for his interest in ADU. For me, Abu Dhabi University is my second home.



## Career Prospects

Business management jobs occur in a variety of organizations: manufacturers, hospitals, hotels, government, and so forth. Career options for graduates are: Management Consultant, Operations Manager, Production Manager, Project Manager, Management Analyst, Retail Store Manager, Sales Manager, and Hospitality Manager.

## Faculty Profile

**Dr Ross Davidson** - Associate Professor in Management

Dr Ross Davidson is an international scholar and respected educator with expertise across the globe....Canada, UK, China, UAE, Ross's lived international experience allows him to share in rich detail knowledge about international leadership practices that work. Ross's research interests focus on leadership co-creation in international settings and in the context of organizational safety ensuring sustainable and ethical organizations where all are proud to be a part. Ross presents an annual invited lecture at ECNU, Shanghai, China. Prior to an academic career, Ross had over a decade of management experience in the sport and recreation field.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
Total Credit Hours: 66					
COMM 1	Communication and Leadership	METH 1	Introduction to Business Research	METH 2A	Qualitative Methods for Research I
METH 2B	Qualitative Methods for Research II	METH 3A	Quantitative Methods for Research I	METH 3B	Quantitative Methods for Research II
MGMT 1	Management of Change and Innovation	MGMT 2	Seminar in Strategic Management	MGMT 3	Leadership
MGMT 4	Seminar in Organization Theory and Behavior	MGMT 5	Managerial Decision Making	MGMT 6	Global Issues in Business
RSCH 1	Research Proposal	COMM 2	Dissertation Writing	RSCH 2	Dissertation
Phase I: Coursework including Research Proposal: 39 credit hours					
<p><b>During Phase I</b>, the students will learn about research methodologies and also attend a range of seminar series in business and management fields. The first phase provides students with a solid foundation in research methodologies; exposes them to a range of coursework in business administration; and culminates in the development of a research proposal.</p>					
Phase II: Dissertation 27 credit hours					
<p><b>During Phase II</b>, students are involved in progressing on the approved research proposal. During this phase, students are required to work closely with their dissertation committee on the requirement for research article(s) publication, and completion of the doctoral dissertation.</p>					



## DOCTORATE OF BUSINESS ADMINISTRATION

## Program Overview

The DBA is an executive doctoral degree intended to enhance executive and professional practice. The program is designed to strengthen both the capability to develop knowledge and theory, as well as their application. The program will be of particular benefit to experienced senior executives, consultants, management educators and business school academics. By addressing practicing executives' specialized needs for advanced knowledge and applied research skills, the DBA Program enables dedicated professionals to detect patterns of change and to become more proactive and agile in leading the change.

## Why Choose the DBA Program?

- Obtain a Doctoral degree from the only university that is accredited by both AACSB and EQUIS in the GCC region
- A strong international standard curriculum that allows students to enhance their professional skills and knowledge
- Close supervision by renowned faculty members with a wide range of research expertise
- Flexible part-time program, which allows students to maintain their full-time employment

## Career Prospects

The DBA Program produces business leaders with advanced and applied business research capabilities within the context of today's dynamic global business environment. It is a versatile degree that prepares executives for leadership positions within the private and public sectors. Moreover, as the highest academic degree available in business, it qualifies graduates to teach business at universities around the world.

## Student's Testimonial

**Dr. Yousef Hasan Al Hosani** - Chief Executive Officer, Pivot Engineering and General Contracting Co., Abu Dhabi, UAE

It is an honor to be a part of Abu Dhabi University (ADU) and to graduate from College of Business Administration with a distinguished Doctorate degree. I had chosen ADU about 5 years back for my apex degree and I was amazingly surprised by the warmth and care of the University administration and faculty members as I stepped in. I enjoyed every bit of my DBA classes and meetings with my encouraging, well informed, patient and professional faculty members. I have learnt a great deal, expanded my horizons, and established the foundations for success in my career. Thank You! ADU for making my educational journey unique, rewarding and enjoyable."



## DBA graduates will be:

- Strategic thinkers through their scientific inquiry and exploration of new horizons of leadership within their organizations and beyond
- Reflective practitioners with a sound understanding of the relevant conceptual and theoretical underpinnings of the chosen areas of research in business
- Creators and interpreters of knowledge through original research
- Competent professionals to undertake rigorous research at an advanced level that contributes to theory and practice in business and management

## Faculty Profile

**Prof. Syed Zamberi** - Head of DBA Program

Dr. Syed Zamberi holds a Ph.D. from the Hull University Business School (HUBS), United Kingdom. His research interests include firm evolution and growth strategies including alliance, market entry and internationalization strategies of SMEs and multinational firms. His research interests also focus on the areas of entrepreneurial management, entrepreneurship education and small business strategies. He is currently a Professor in International Business and Entrepreneurship Management at College of Business, Abu Dhabi University.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>Pre Core Courses*:</b>					
ACC 482-PC*	Financial Accounting	MGT 482-PC*	Introduction to Management	ECO 482-PC*	Introduction to Economics
BUS 482-PC*	Quantitative Methods in Business				
*Only required if course work not taken at the undergraduate level.					
<b>Core Courses: 24 Credit Hours</b>					
ACC 522	Managerial Accounting	FIN 512	Financial Management	MGT 521	International Business
MGT 522	Leadership and Communication	MGT 523	Strategic Management in a Global Environment	SCM 540	Operations and Supply Chain Management
MGT 524	Research Methods in Business	MKT 511	Marketing Management		
<b>Finance Track</b>					
FIN 605	Investment Theory and Analysis	FIN 609	Financial Institutions and Markets	FIN 613	International Finance
<b>HRM Track (choose 3 courses from the following courses)</b>					
HRM 517	HRM in a Global Environment	HRM 526	Employee Performance Management	HRM 529	Managing Training and Development
HRM 531	Corporate Performance Management	HRM 532	Compensation and Benefits	HRM 535	Employment Law and Relations
<b>Project Management Track</b>					
MEM 501	Project Management	MPM 521	Project Planning, Integration, and Scope Management	MPM 541	Project Contract Management and Legal Aspects
<b>Tourism and Event Management Track</b>					
TEM 571	Sustainable Tourism Management	TEM 572	Tourism and Event Marketing	TEM 573	Event Management
<b>Aviation Management Track (choose 3 courses)</b>					
AVS 561	Airport Operations	AVS 562	Aircraft Fleet Strategy	AVS 563	Aviation Regulations & Safety / Quality Management Systems
AVS 564	Certification of Aviation Products and Services				
<b>Insurance and Risk Management Track</b>					
IRM 520	Risk Management and Insurance	IRM 525	Regulatory Aspects of Insurance	IRM 530	Enterprise Risk Management
<b>Strategic Management Track</b>					
MIS 556	Innovation and Technology Management	MGT 518	Sustainability Strategies	MGT 519	Building Strategic & Dynamic Capabilities
<b>Organizational Excellence and Quality Management Track</b>					
EQM520	Sustainable Process Management	EQM525	Sustainable Quality Management	EQM530	Experimental Design & Organizational Excellence
<b>General Electives **</b>					
MGT 514	Organizational Behavior	MGT 520	Business Ethics & Corporate Governance	MIS 546	Electronic Business
MIS 556	Innovation and Technology Management	MGT 525	Leading Organizational Change	QBA 534	Managerial Decision Models
ECO 533	Managerial Economics	ISL 603	Islamic Finance and Banking		

\*\*General MBA students can also choose electives from the concentration courses listed above



## MASTER OF BUSINESS ADMINISTRATION

## Program Overview

The MBA program prepares students for successful and advanced careers in industry and government. The program offers a combination of intimate learning environment with expert faculty providing multidisciplinary highly valued skills and knowledge essential for developing and implementing corporate strategies.

The courses are delivered with an emphasis on practitioner perspective, making the learning experience particularly relevant for experienced managers. The program focuses on delivering interpersonal communication, critical thinking, and team-building skills. The program content is contemporary and benchmarked against the top business school programs worldwide. The program is modular and the schedule is designed to fit the needs of working students.

## Master of Business Administration (MBA) with focus on:

- Aviation Management
- Finance
- Human Resource Management
- Project Management
- Tourism and Event Management
- Insurance and Risk Management
- Strategic Management
- Organizational Excellence & Quality Management



## Career Prospects

The program prepares students for managerial and leadership positions in organizations and enables them to advance and excel in their careers. As the only MBA program accredited by top international accrediting bodies such as AACSB, EQUIS and WASC, graduates have great career potential with regional and international corporations.

## MBA graduates will be:

- Analyze organizational issues from a global perspective.
- Develop functional strategies for sustainable organizational performance
- Apply appropriate knowledge from different business functions in the context of managerial decisions or in relation to financial market operations.
- Evaluate business performance using quantitative, qualitative and data analytics tools, techniques, and methods.
- Incorporate sustainability practices /principles in organizational decision making.
- Communicate complex business issues effectively in written and/or verbal form.

## Faculty Profile

**Prof. Salam Abdallah** - Professor of Management Information Systems

He holds a master's in industrial engineering from the United Kingdom with a specialization in computer applications, and a PHD in information systems from Curtin University, Australia. He began his career as a self-employed industrial engineer and IT consultant, providing services for organizations in the Middle East and Australia for over 15 years.

Dr. Salam's extensive industry experience and passion for teaching enables him to provide vital lifelong skills to his students. He is active in the field of information systems and operations management research, with work published in international conferences and journals. The social, business and human aspects of the digital world are key interests in his research.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>Core Courses: 30 Credits</b>					
MSL500	Strategic Dimensions of Business Functions	MSL501	Developing a Leader Within You	MSL 522	Leadership and Communication
MSL514	Organizational Behavior	MSL 524	Research Methods in Business	MSL503	Contemporary Issues in leadership
MSL 525	Leading Organizational Change	MSL502	Leading and Building High Performing Teams	MSL XXX	Elective
MSL599	Project in Leadership				
<b>Electives: (Choose one course from the following)</b>					
MSL 561	Cross-Cultural Management	MSL 513	Negotiation and Conflict Resolution	HRM517	Human Resource Management in the Global Environment
HRM529	Managing Training and Development				



## MASTER OF STRATEGIC LEADERSHIP (MSL)



## Program Overview

The objective of the **Master of Strategic Leadership (MSL)** program is to help 'up-skill' and professionally support graduates employed in the UAE and the region to better prepare them to lead organizational change and adopt sustainable business practices.

The MSL program is delivered with an emphasis on the practitioner perspective, making the learning experience particularly relevant for experienced managers. The program uses a coaching approach and improves strategic leadership skills, leading organizational change, leading cross-cultural and high performing teams, and research skills.

## MSL graduates will be able to:

- Apply concepts and theories of leadership on organizational issues to provide solutions that are sustainable in a cross-cultural context.
- Employ the principles of teamwork and collaboration in creating, managing and leading group activities.
- Evaluate ethical leadership behavior using relevant tools and applied research.
- Incorporate sustainability in organizational decision making.



## Student's Testimonial

**Dr. Aref Al Shehhi** - Sheikh Khalifa Medical City, CEO

The pace of change has accelerated as we begin to experience the fourth industrial revolution which is more digital, robotic and facilitating access to real-time information. With the massive advances in Internet, social media, technology and automation we are becoming more aware of our world and the universe. This rapid change carries tremendous advantages and opportunities. However, at the same time, it also carries risks that affect the long-term economic, social and environmental growth. My master's program at Abu Dhabi University, made me realize that we must better understand the symptoms and causes of a management failure and develop new approaches to managing sustainable development. The Master of Strategic Leadership program is an ideal program designed to prepare professionals to successfully lead in this turbulent and yet exciting future that is upon us.



## Career Prospects

The mission of the MSL program is to develop leaders who will influence sustainable organizational transformation in the UAE and the region. This is the only program of its kind in the UAE designed to prepare experienced professionals for leadership roles. As the only strategic leadership program in the GCC accredited by the UAE Ministry of Education, and top international accrediting bodies such as AACSB, EQUIS and WASC, graduates have great career potential with regional and international corporations.

## Faculty Profile

**Prof. Syed Zamberi** - Head of DBA Program

Dr. Syed Zamberi holds a Ph.D. from the Hull University Business School (HUBS), United Kingdom. His research interests include firm evolution and growth strategies including alliance, market entry and internationalization strategies of SMEs and multinational firms. His research interests also focus on the areas of entrepreneurial management, entrepreneurship education and small business strategies. He is currently a Professor in International Business and Entrepreneurship Management at College of Business, Abu Dhabi University.

