



# COLLEGE OF BUSINESS

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**The best way  
to predict the  
future is to  
create it.**  
Peter Drucker  
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**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	√	√.	√.
• Risk Management and Insurance	√	√.	√.
• 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.

# Fore more information

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

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