



جامعة أبوظبي  
Abu Dhabi University



COLLEGE OF  
BUSINESS



**Prof. 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).

Positioned as the no. 1 college of business in the UAE and joint second in the GCC and Arab region, the college's reputation speaks for itself. The 151-175 ranking category for business and economics globally, in which Abu Dhabi University is placed includes some of the most prestigious universities regionally and globally.

Abu Dhabi University is a young, dynamic university, consistently ranked among the best on the national, regional and international level. According to the Times Higher Education Rankings (THE), ADU ranks among the top three universities in the UAE, while holding the number one position in the teaching pillar.

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. This year, we have introduced a suite of undergraduate degrees infused with key elements such as technology, data management and sustainability along with the core attributes of critical thinking, problem solving, emotional intelligence and entrepreneurship, these degrees will give its graduates the soft and technological skills to thrive in the future workplace. Infusing our programs with a digital culture allows our students to understand disruptive technologies and digital strategy. We also included artificial intelligence, business analytics, information and digital technology, and business mathematics.

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.

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.
- The College is the number one business school in the UAE and joint second in the GCC and Arab region, and among the elite 151-175 academic institutions for business and economics globally, as ranked by the Times Higher Education Rankings
- 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
- Degree programs infused with AI, data management, technology, and sustainability to ensure that you're a valuable asset to any industry or government organization.
- 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
- University College Dublin, Ireland (2+2 degree in BSC in Business)

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 in Accounting	√	√	
Bachelor of Business Administration in Finance and Fintech	√	√	
Bachelor of Business Administration in Human Resources Management	√	√	
Bachelor of Business Administration in Digital Marketing Communications	√	√	
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	√	√.	√.
• 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: 092023

# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>General Education Requirements: 33 Credit Hours</b>					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	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>Program Requirements: 18 Credit Hours</b>					
FIN 301	Managerial Finance	HRM 313	Human Resources Management	MKT 301	Consumer Behavior
MGT 411	Project Management	INE344	Innovation within Entrepreneurial Ventures	MGT399 I/P *	MGT399-I/P
<b>Business Electives: 18 Credit hours</b>					
BUS ELECT 1 A-B	<b>Choose two 300/400 level course from the following electives in Accounting (ACC) or Finance (FIN):</b> FIN 303 Insurance and Risk Management FIN 302 Financial Statement Analysis FIN 499 Special Topics in Fintech ACC302 Intermediate Accounting				
BUS ELECT 2 A-B	<b>Choose two 300/400 level course from the following electives in Human Resources Management (HRM):</b> MGT422 Management and Leadership Development MGT 321 Change Management HRM 462 Managing Safety, Health and Well-being				
BUS ELECT 3 A-B	<b>Choose two 300/400 level course from the following electives in Digital Marketing Communications (MKT):</b> MKT 307 Services Marketing MKT 308 Social Media Marketing MKT305 Marketing Research				
<b>Two Open Electives: 6 Credit Hours</b>					
OE 1	Open Elective I	OE 2	Open Elective II		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## 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>General Education Requirements: 33 Credit Hours</b>					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	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>Major Requirements: 30 Credit Hours</b>					
ACC 302	Intermediate Accounting	ACC 304	Intermediate Accounting II	ACC 306	Cost Accounting
ACC 308	Accounting Information Systems	ACC 311	Data Analytics in Accounting	ACC 399	Internship/Project in Accounting
ACC 401	Advanced Accounting	ACC 404	Auditing	ACC 407	International Accounting
ACC 409	Taxation				
<b>Major Electives (Select two courses): 6 Credit hours</b>					
ACC 499	Special Topics in Accounting	FIN 302	Financial Statement Analysis	ACC 400	Government and Not for Profit Accounting
ACC312	Accounting for Oil and Gas	ACC 310	Introduction to CIMA Professional Diplomas	ACC408	Internal Audit
<b>Two Open Electives: 6 Credit Hours</b>					
ELECT - 1	Elective 1	ELECT - 2	Elective 2		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING



## Program Overview

The BBA in Accounting 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 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 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>General Education Requirements: 33 Credit Hours</b>					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	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>Major Requirements: 30 Credit Hours</b>					
FIN 301	Managerial Finance	FIN 302	Financial Statement Analysis	FIN 304	Management of Financial Institutions
FIN320	Introductory Econometrics for Finance	FIN 399	Internship/Project in Fintech	FIN 401	Investment and Finance Policy
FIN 407	International Financial Management	FIN 423	Introduction to Fintech and Big Data	FIN 424	Innovation, Entrepreneurial Finance, and Fintech
FIN 425	Introduction to Blockchain and Digital Currencies				
<b>Major Electives (Select two courses): 6 Credit hours</b>					
FIN 303	Insurance and Risk Management	FIN 400	Computer Application in Finance	FIN 409	Islamic Finance
FIN 499	Special Topics in Fintech	ITE 390	Computer Ethics	ITE 414	Introduction to E-Commerce
<b>Two Open Electives: 6 Credit Hours</b>					
ELECT - 1	Elective 1	ELECT - 2	Elective 2		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE AND FINTECH

## Program Overview

This program focuses on the financial aspects of business operations and provides a strong platform on which to build a career in either the finance or business sectors. It will help you unlock the mysteries of the financial markets, examining the function and operations of the stock market, bond market and foreign exchange market. You will be exposed to the links between finance disciplines and other business functions and how this affects the success of any business.

## Professional Certifications

Students graduating with a Finance and Fintech 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

Graduates of this program are ready to take up positions in both the finance and business sectors.

Specialized financial knowledge combined with sound business skills are highly desirable and graduates have gone on to work in a large and diverse range of public and private organizations in banks, government entities, oil companies, education institutions, utility companies, property developers, hospitals, financial institutions and international consulting firms.

Organizations include Abu Dhabi Islamic Bank, Ministry of Finance, Mubadala, Masdar, ADNOC group, Abu Dhabi Securities Exchange, Barclays Bank, Aldar Properties, Etihad Airways, General Electric and Ernst and Young to name but a few.



## 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 in Finance and Fintech 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>General Education Requirements: 33 Credit Hours</b>					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	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>Major Requirements: 30 Credit Hours</b>					
MKT 301	Consumer Behavior	MKT 304	Marketing Communication	MKT 305	Marketing Research
MKT 307	Services Marketing	MKT 308	Social Media Marketing	MKT 399	Internship/Project in Marketing
MKT 408	Applied Digital Marketing	MKT 409	Digital Marketing Analytics	ITE 414	Introduction to E-Commerce
ITE 415	Advanced E-Commerce Concepts and Technologies				
<b>Major Electives (Select two courses): 6 Credit hours</b>					
MAC 314	Communication Strategy in Advertising	MKT 303	Retail Marketing	MKT 401	International Marketing
MKT 499	Special Topics in Marketing				
<b>Two Open Electives: 6 Credit Hours</b>					
ELECT - 1	Elective 1	ELECT - 2	Elective 2		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## BACHELOR OF BUSINESS ADMINISTRATION 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 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 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. Kiran Nair - Associate Professor in Marketing

Dr. Kiran Nair is an Associate Professor in Marketing at the College of Business, Abu Dhabi University. He earned his Ph.D. in Marketing with more than six years of academic experience teaching marketing-related courses for undergraduate and Master's programs. Dr. Kiran's research interests are Digital and Social Media Marketing, Brand Management, Consumer Behaviour, Sustainability, etc., and has published several academic papers in international peer-reviewed journals. With over 17 years of industry experience, Dr. Kiran has successfully led global organizations' marketing, sales, business development, and supply chain operations across the Middle East, Africa, and India before joining academics.



# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
<b>General Education Requirements: 33 Credit Hours</b>					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	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>Major Requirements: 30 Credit Hours</b>					
HRM 313	Human Resources Management	HRM 315	Staffing and Talent Management	HRM 404	Employee Relations and Law
HRM 419	Training and Development	HRM 399	Internship/Project in HRM	HRM 318	Human Resource Analytics
HRM 316	Compensation and Benefits	HRM 317	Employee Performance Management	HRM 428	International Human Resource Management
HRM 429	Strategic Human Resource Management				
<b>Major Electives (Select two courses): 6 Credit Hours</b>					
MGT422	Management and Leadership Development	MGT 321	Change Management	MGT 411	Project Management
HRM 462	Managing Safety, Health and Well-being	HRM 461	Negotiation and Managing Conflict		
<b>Two Open Electives: 6 Credit Hours</b>					
ELECT - 1	Elective 1	ELECT - 2	Elective 2		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## BACHELOR OF BUSINESS ADMINISTRATION IN HUMAN RESOURCES MANAGEMENT

## Program Overview

The BBA 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 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 BBA in HRM 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 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>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>Strategic Management Track</b>					
MIS 556	Innovation and Technology Management	MGT 518	Sustainability Strategies	MGT 519	Building Strategic & Dynamic Capabilities
<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
- Strategic 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

### Dr. Sven Dahms - Associate Professor of Strategic Management

Dr. Sven Dahms is an Associate Professor of Strategic Management at the College of Business at Abu Dhabi University. He holds a PhD degree in Strategic Management from Manchester Metropolitan University in the UK, which is triple crown accredited by AACSB, AMBA, and EQUIS. Dr. Dahms is a German citizen who has worked in the United Kingdom, China, the United Arab Emirates, Taiwan, Singapore, the Philippines, and Hong Kong. His research focuses on the intersection of strategic management and international business, with a particular interest in emerging markets. He has published in renowned journals such as the Journal of Business Ethics, Journal of International Management, and Industrial Marketing Management.

Dr. Dahms is a highly respected scholar and educator. He is passionate about teaching and helping students develop the skills they need to succeed in the global business world.



# Curriculum

COURSE CODE	COURSE TITLE	PREREQUISITE(S)	CREDIT HOURS
MSL500	Strategic Dimensions of Business Functions	-	3
MSL522	Leadership and Communication	MSL500	3
MSL524	Research Methods in Business	MSL500	3
MSL525	Leading Organizational Change	MSL514	3
MSL501	Developing a Leader Within You	MSL522	3
MSL514	Organizational Behavior	MSL500	3
MSL503	Contemporary Issues in Leadership	MSL522	3
MSL502	Leading and Building High Performing Teams	MSL514	3
MSL599	Thesis in Leadership	Last Semester	6



## 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. Hossam Abu Elanain** - Director of MSL Program

Dr. Hossam Abu Elanain is a Professor of Management at College of Business Administration at Abu Dhabi University. He holds a PhD in Management from Loughborough University. Dr. Abu Elanian joined Abu Dhabi University in Fall 2009. Dr. Abu Elanian's work has been published in the International Journal of Organizational Analysis, Journal of Management Development, Cross Cultural Management: An International Journal, Management Research Review, and International Journal of Productivity and Performance Management. His current research interests are in the areas of Personality and Performance, Organizational Citizenship Behavior, Job Design and Work Outcomes, Organizational Justice and Performance, Leadership and Performance, and Strategic Human Resource Management.



# 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>					



## DOCTOR 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

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

Dr. Salam Abdallah is a distinguished Professor specializing in Management Information Systems, bridging the realms of practical expertise and academia. With a Master's degree in Industrial Engineering from the United Kingdom, focused on computer applications, and a Ph.D. in Information Systems from Curtin University, Australia, his academic journey is marked by excellence. With over 15 years of hands-on experience as a self-employed Industrial Engineer and IT Consultant across the Middle East and Australia, he possesses a deep understanding of real-world challenges. Dr. Abdallah's research, prominently featured in international conferences and journals, focuses on the social, business, and human aspects of the digital world, shaping the discourse in this dynamic field.

