



MASTER OF BUSINESS ADMINISTRATION

No matter how fast the world changes, a business degree from the School of Business Administration at AUD will prepare you for a rewarding career.

A MESSAGE FROM THE DEAN



The mission of the School of Business Administration is to provide UAE, GCC and international students with

an American-style, forward-looking and career-oriented business education that fosters critical thinking, ethical awareness and cultural sensitivity in future global business leaders.

Guided by the university mission, the M.B.A. program aims at fostering business leaders who think beyond the horizons.

Boundaries in today's world are disappearing due to innovation, new technologies, greater connectivity, and the IT revolution; all of which have accelerated the globalization process.

The recent innovative and entrepreneurial trends in business are redefining the competitive and comparative advantages for industries, trade, and various world communities. Consequently, high productivity has become a defining factor for sustainable economic and social growth in the world. Higher productivity has come to depend on the quality of human capital that is now driven by quality education, knowledge, and training.

Through intellectual discourse and

individualized attention to each student, our highly qualified faculty engage students, empowering them to become business leaders, successful inventors and visionary entrepreneurs.

The School cares a lot about the students' learning through maintaining an outstanding environment for intellect, practical knowledge, and growth.

The M.B.A. at AUD aspires for preparing its students to have positive impact on UAE society and the world.

As Dean of the School of Business Administration, I want to warmly welcome you to our distinguished M.B.A. Program at AUD.

***Mohammed Abu-Ali, Ph.D.**
Dean, School of Business Administration*



WHY BUSINESS ADMINISTRATION AT AUD?

The School of Business Administration at the American University in Dubai is widely recognized by students and employers for its tradition of combining academic rigor with practical applications in teaching and research. The school aims to provide “job ready” graduates with a range of skills and professional knowledge that is desired by employers.

Faculty members are highly qualified professionals; they are in regular contact with the business community through research, consultancy, and professional associations. Their knowledge and experiences translate into a rigorous and intellectually rewarding environment for students.

THE M.B.A AT AUD

Generalist

The Master of Business Administration (M.B.A.) is an internationally-recognized post graduate degree designed to prepare students for a successful business management career. M.B.A. Generalist studies can be particularly useful for those pursuing an entrepreneurial career or a business position in the public sector, government, or private industry. Our M.B.A. program provides core studies and practical skills needed to excel in management and leadership positions.

The Generalist M.B.A. degree is valuable to people in business and administration irrespective of the industry or profession in which they may work due to the potential of the degree to lead to executive and managerial positions.

Finance Concentration

The common courses in our M.B.A. program expose our students to the functional areas of management. Students choosing the Finance Concentration will in addition gain competency in the tools required to effectively contribute to the financial decision-making process for a variety of businesses and organizations that require special understanding of financial analysis, financial management and financial systems.

Students are thoroughly prepared to evaluate, recommend and implement financial strategies in a variety of business organizations, both in the private and public sectors. Therefore the finance concentration allows students to develop a balance between overall management skills needed in all business situations, and the technical financial skills needed to work in the finance industry.

Management Concentration

Business leaders and managers require appropriate soft skills and technical tools to successfully lead their organizations and business units.

One of their main responsibilities is to plan and execute business operations in-line with the corporate's mission and strategic priorities.

Beside the essential skills in making process-oriented decisions at the strategic and tactical levels, they also need profound knowledge in HR management, excellent leadership skills, and expertise in organizational development processes.

Organizations often need to pass through phases of transformation, innovation, and change. Without business professionals who are skilled at driving organizations through turbulent periods, those organizations will be set to fail.

M.B.A. students concentrating in Management will absolutely be ready to face and deal with episodes of instability, and lead their organizations and business units to success.

Marketing Concentration

Marketers focus on the strategies and processes necessary to profitably acquire and retain customers by discovering consumer needs, developing high-value products and services, communicating product and brand benefits, and arranging for efficient and effective distribution these products and services.

At the heart of marketing's popularity is its ability to offer genuine opportunities for all kinds of individuals – those who see themselves having expansive interpersonal and communication skills, are particularly entrepreneurial, or those who see themselves as being highly logical and creative.

Our experienced faculty will provide you with high-quality learning experiences in and out of the classroom; experiences which will help foster the skills and tools needed for you to become a dynamic and forward-thinking marketing director or executive, brand and account manager, sales manager, marketing research analyst, or entrepreneur capable of success anywhere in the world.



ABOUT THE M.B.A.

M.B.A. Program Mission

The Mission of the M.B.A. program is to provide graduates who aspire to leadership and management roles within the field of business administration with the opportunity to pursue a high level of professional preparation which will enhance their prospective career options.

The M.B.A. curriculum is designed to ensure a broad and integrated conceptual coverage of the functional areas of business, by enabling the application of the concepts, principles, analytical tools and techniques from the different business disciplines to guide decision making in the global environment of business. The program promotes strategic thinking, ethical values, social responsibility, and cultural diversity.



M.B.A. Program Student Learning Outcomes

Upon completion of the program, students will demonstrate that they have acquired:

1. A broad understanding of the conceptual foundations of the functional disciplines of business and of their applications
2. An ability to identify, analyze and propose solutions to business problems across a wide range of functional areas
3. A profound understanding of the conceptual foundations of their selected functional area (for students completing a concentration) and an ability to investigate and formulate recommendations for managerial decision problems and policy issues in that area
4. An ability to use quantitative and qualitative techniques skillfully to assess the functional and overall performance of business organizations.
5. An ability to use business communication and presentation skills effectively and persuasively, both orally and in writing
6. A global perspective and an understanding of the international environment of business
7. An understanding of the ethical and social ramifications of business decisions

SUMMARY OF DEGREE REQUIREMENTS

The M.B.A. program is a **graduate-level, twelve-course, 36 credit-hour program**. In their application for admission, students must specify whether they are interested in pursuing the **Generalist M.B.A.** program or a program with a concentration in **Finance, Management or Marketing**. The **M.B.A. Thesis** is optional for all students and counts as an advanced elective for those who choose the option.

Master of Business Administration Program Director:

Dr. Mohammed Abu Ali, mabuali@aud.edu or 04-3183315

COURSE CLASSIFICATIONS	CREDIT HOURS REQUIRED
Common Core	27
Advanced Electives/Concentration	9
Total	36

COURSE SEQUENCING

The following is a **proposed** course sequence for students who wish to pursue their M.B.A. program on a **full-time basis**:

GENERAL	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	MKTG601 (Marketing Management)
	ECON601 (Managerial Economics)	MGMT602 (Information Systems in Business)	
	MGMT601 (Managing Organizations and Leading People)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	MGMT603 (Operations and Supply Chain Management)	MGMT699 (Strategic Management and Policy)	
	ADV ELE (Advertising Elective)	ADV ELE (Advertising Elective)	
	ADV ELE (Advertising Elective)		

COURSE SEQUENCING

FINANCE	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	MKTG601 (Marketing Management)
	ECON601 (Managerial Economics)	MGMT602 (Information Systems in Business)	
	MGMT601 (Managing Organizations and Leading People)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	MGMT603 (Operations and Supply Chain Management)	MGMT699 (Strategic Management and Policy)	
	MKTG601 (Marketing Management)	FINA ELE (Finance Elective)	
	FINA ELE (Finance Elective)		

MANAGEMENT	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	MKTG601 (Marketing Management)
	ECON601 (Managerial Economics)	MGMT602 (Information Systems in Business)	
	MKTG601 (Marketing Management)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	MGMT603 (Managing Organizations and Leading People)	MGMT699 (Strategic Management and Policy)	
	MGMT ELE (Management Elective)	MGMT ELE (Management Elective)	
	MGMT ELE (Management Elective)		

MARKETING	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	MKTG601 (Marketing Management)
	ECON601 (Managerial Economics)	MGMT602 (Information Systems in Business)	
	MGMT601 (Marketing Management)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	MGMT603 (Managing Organizations and Leading People)	MGMT699 (Strategic Management and Policy)	
	MKTG ELE	MKTG ELE	
	MKTG ELE		

ADMISSIONS CHECKLIST

Please make sure that the following items are included with your application, your admission will depend on the receipt of all necessary documents that are required throughout the review of your application.

- Completed Application for Graduate Admissions
- 3.00 GPA (on a 4.00 scale) in undergraduate study
- Undergraduate/Graduate Records: Official (sealed from American-accredited universities; e-transcripts accepted) or attested transcripts from all universities, colleges or other institutions of higher learning at which the applicant completed undergraduate and graduate studies
- Undergraduate/Graduate Diplomas - Originals required for verification.
- Equivalency Letter from the UAE Ministry of Education - Higher Education Affairs (MOE-HEA)
- Profile and/or Grading system of universities/colleges previously attended.
- Confirmation of University Records
- Two official letters of recommendation
- CV/Resumé
- Statement of Career Goals
- Two recent passport-size photographs
- Passport photocopy with validity page
- Photocopy of Emirates ID
- Photocopy of UAE Residency Visa
- Army Exemption Letter (for all UAE nationals)
- Academic IELTS™ score of 6.5
- TOEFL® IBT score of 79-80 / TOEFL® ITP Paper-Based* score of 550 (*Accepted only from approved centers in UAE)
- GMAT®
- Non-refundable application fee of AED 420
- Health History Form



SELECTION CRITERIA

All applications for admission to the Graduate program are evaluated by the Graduate Admissions Committee, which consists of the Graduate Program Director as Chair, two Graduate Faculty members appointed by the Program Director, and one representative of the Admissions Office. The Committee employs the following criteria in its applicant evaluation process:

1. Applicant's GMAT scores
2. Applicant's undergraduate GPA
3. Applicant's work experience
4. Applicant's statement of career objectives
5. Graduate Reference Forms/ letters from employers and/ or university instructors

In using the five preceding criteria to evaluate each candidate, the Committee follows a balanced approach, based on the principle that ample satisfaction by an applicant, of one or more of these criteria, may to a reasonable extent compensate for deficiencies in one or more of the other criteria used in the applicant's evaluation.

ACCREDITATION



AACSB
ACCREDITED

The School of Business Administration at AUD is AACSB Accredited. AACSB accreditation assures the highest standards of quality in business education. Currently, less than five percent of the world's business schools have earned AACSB accreditation. SBA is inspired by the AACSB high standards of excellence, forward-looking, and globally leading business learning.



AUD has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (**IACBE**).

AGREEMENTS & MEMBERSHIPS

- AUD signed an agreement with **Abu Dhabi Islamic Bank (ADIB)** to promote and enhance corporate cooperation, to strengthen recruitment, internships, networking and the exchange of knowledge, opinions, training/leadership programs and expertise.
- AUD signed an agreement with **Barclays Bank PLC**, UAE, enabling the exchange of opinion, knowledge and expertise.
- AUD signed an agreement with **DirectFN™**, which specializes in providing solutions ranging from desktop information workstations, data feeds, transaction systems and order management systems through to total end-to-end solutions.
- AUD signed an agreement with the **UAE Internal Audit Association (UAE IAA)**, to further intensify its educational advancement.
- AUD signed an agreement with **SAP University Alliances**, one of the world's leading software companies, granting AUD Students and Faculty members the right to use SAP Software for research and teaching purposes.
- AUD and the **Chartered Institute of Management Accountants** have signed an agreement which offers students the opportunity to gain CIMA's global professional certification with a globally accredited award and title, while studying towards their graduation degree.
- AUD and **Cornell University** Johnson Graduate School of Management, have signed a partnership agreement to collaborate jointly in the design, development and delivery of AUD's proposed Executive Master of Business Administration - EMBA program.

- SBA partnered with **IBM** to create “The AUD IBM Center of Excellence For Smarter Logistics”.
- AUD partnered with **Dubai Financial Market** to have the AUD DFM Trading Room that allows SBA students to watch live the stock trading prices and volumes of the Abu Dhabi Financial Market, Dubai Financial Market, and NASDQ Dubai.



AUD | AMERICAN UNIVERSITY IN DUBAI |

School of Business Administration

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ADMISSIONS AT AUD

Pursuant to the Mission of AUD, the Admissions Office consists of a professional team that assists prospective students gain accessibility to opportunities in higher education.

The Admissions team is held to a high level of integrity and is charged with providing quality service and accurate information to all students.

AUD admits to its degree programs only those students who possess appropriate credentials and the demonstrated capacity and potential to successfully complete the educational programs provided by the university and meaningfully participate in the total educational experience offered by AUD.

AUD ADMISSIONS OFFICE

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For specific admissions requirements, please check the AUD Graduate Catalog on our website or contact the Admissions Office.



IN THE UAE & THE USA

AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs. The Ministry has accredited the university’s undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching. The university is also accredited in the USA by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Bachelor’s and Master’s degrees.

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