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# BACHELOR 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



In the School of Business Administration (SBA) at the American University in Dubai (AUD), we

seek to graduate job ready students. To that, the school combines innovative teaching practices with the most up-to-date knowledge. The prime location of AUD in Dubai's Media and Internet Cities and the strong partnerships with key industries are creating a unique learning experience for our students. In our classes, in addition to faculty with doctorates from renowned western universities, students continuously benefit from field trips to local and multinational firms, live case studies led

by industry experts, VIP guest speakers and lecturers, coaching, consulting projects and internship opportunities. The SBA offers a rigorous American style education with a Bachelor of Business Administration, a Master of Business Administration, an Executive Master of Business Administration and a Master of Intellectual Property and Innovation Management. The school of business administration at AUD is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which represents the most prestigious business accreditation in the world. It is my pleasure to welcome you to the School of Business Administration at American University in Dubai.

*Dr. Assaad Farah*  
*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 are desired by employers. SBA Faculty are in regular contact with the business community through research, consultancy, and professional associations. Faculty knowledge and experiences translate into a rigorous and intellectually rewarding environment for students.

# B.B.A. MAJORS

## Accounting and Finance

These two majors prepare students for the exciting and challenging fields of accounting and finance as curricula are structured in such a way that students develop the necessary skills which enable them to succeed professionally.

## Economics

Economics is a discipline that investigates the way in which individuals, households, societies, businesses and governments allocate scarce resources and how they are efficiently utilized to produce goods and services. Economics is one of the core disciplines from which a contemporary business education is being derived.

AUD offers an economics program within its B.B.A., which exposes students to a diverse knowledge, including understanding the domestic, regional, and global economies, understanding the business cycles and how we may prevent future economic crises, etc. Moreover, it prepares students to think and write clearly about economic problems and policy issues, as well as develop a global perspective through our courses.

## Management

The Management major provides students with a solid understanding of both quantitative aspects of Management such as Operations Management and Decision Making as well as qualitative aspects including Leadership, Change and Innovation, and

Organizational Behavior. Our graduates deal effectively with operational issues but they also possess strong skills of analysis and synthesis that help them tackle complex and unique challenges requiring in-depth understanding of not only events that occur but, crucially, how and why such events happen. Graduates of the Management Program are the managers of the future, ready to climb the corporate ladder.

## Marketing

The Marketing major focuses on providing students with a solid understanding of the processes by which customers are both acquired and retained by companies. Students who possess broad interpersonal and communications skills, who value logic and creativity, as well as students who are entrepreneurial in nature, consider marketing to be the venue in which those interests may be pursued.

## Advertising and Integrated Marketing Communications

The Marketing Communications major may be best suited for those students with an interest in the communication aspects of marketing. Unlike traditional advertising, Marketing Communications focuses on comprehensive brand development through creative execution of messages, data-driven communication analysis, sales promotion, public relations, event sponsorship, and effective media management.

# SO WHAT CAN I DO WHEN I GRADUATE?

*A B.B.A. degree prepares students for a wide range of careers in both the public and private sectors. Graduates can be great assets to employers when they are placed in jobs that closely match their area of major.*

## **Careers in Accounting**

Accountants primarily work in certified public accounting firms, large and small businesses, law firms, property management companies, and banks, as well as government agencies. In addition to their traditional roles as auditors, financial analysts and cash management specialists, accountants have now become essential members of companies' executive management teams. The accounting major at AUD will give students the opportunity to prepare for CPA, CMA, ACCA, ICAEW and other professional certifications.

## **Careers in Economics**

Economics majors are highly sought by businesses and governments. Economics graduates pursue careers in banking, finance, management, health care, education, private consulting, and international development. AUD students majoring in Economics are provided with the necessary skills for addressing the most challenging questions of both businesses and governments.

## **Careers in Finance**

Finance graduates are prepared for careers in financial reporting and analysis, investment and portfolio management, corporate finance, as well as international trade and finance. The finance major at AUD will give students the opportunity to prepare for CFA, CFP and other professional certifications.

## **Careers in Management**

Management students are well-prepared for entry-level positions within public and private companies of various sizes. Those students may also seek employment as general managers, human resource managers, sales managers, research associates, and business consultants.

## **Careers in Marketing & Advertising and Integrated Marketing Communications**

Marketing and Marketing Communications majors may seek employment in market research, brand management, advertising, promotions, and public relations.



## B.B.A. ALUMNI

AUD B.B.A. graduates are currently employed by Emirates Bank, Lloyds TSB, JAFZA, GfK-MEMRB Marketing Services, General Electric, Dubai Industrial City, NettResults Integrated Mktg & PR, MBC TV, Cisco Systems, Emirates Airlines, Hilton Dubai Jumeirah, Shell EP International, Hamptons International, Reckitt Benckiser, Nakheel, Unilever, P&G, and Tanmiyat Group, among others.



*“The university offers a high level of education that is well respected in the community and a plus on any résumé. I totally agree with AUD’s slogan ‘where potential is turned into success.’ Talented teachers, who possess valuable industry experience, deliver an extremely high standard of education, enabling students to receive the best academic knowledge that’s relevant in the real world. Working and studying at the same time helped me to unlock my potential and this was reflected in my career development at D.T.C.M.”*

**Abdulla Yousuf**  
**B.B.A., Class of 2010 & M.B.A., Class of 2012**  
**Head of Congress Ambassador Development in the**  
**Dubai Business Events Department (D.T.C.M.)**

*“I am honored to have studied at AUD. I realized in my first year, that it was more than an academic institution, it was a home away from home, a think tank, a fitness center, a playground, a theater, an arena, an innovation hub, a meditation center and more. Two words that I would use to describe my experience, ‘Above & Beyond’ expectations and that is credit to the faculty and staff, whom I thank in a big way for standing by me throughout my time at AUD. Once again, thank you from all my heart.”*

**Omar Al Busaidy**  
**B.B.A. in Marketing, Class of 2009**  
**Tourism Investment Manager & Sponsorship Manager of Manchester**  
**City FC at the Tourism & Culture Authority – Abu Dhabi**

*“I’m definitely a proud AUD alumni, and I wear my class ring to show off my AUD pride all day every day (even when diving.) AUD has giving my knowledge that cannot be given a numerical value, and has given me a lifetime family and community that I will always be proud to say I belong to.”*



**Hassan Khayal**  
**B.B.A. in Accounting, Class of 2014**  
**Owner of Fantasy Diving School**

## EMPLOYER'S CORNER



*“AUD students usually are rising stars, they have the required knowledge, passion and understanding of the industry. They are reliable, very organized and always have the right attitude which makes them an integral member of our teams. They have all the right ingredients to become a successful ad-person.”*

**Shatha Y. Alami**

**Former Director, People & Culture, Leo Burnett Group of Companies**



*“From our experience, students from AUD are well rounded individuals. Not only do they exhibit great technical abilities, but also have great personalities. Students from AUD are always very impressive. They are fully dedicated and disciplined and know how to represent themselves very well.”*

**Jennie P. Balbio**

**Performance Management, Employee Relations, Compensation and Benefits Specialist KSA and Gulf**



*“AUD’s high educational standards and quality of their students and alumni made the decision to partner with them an easy one.*

*Their students are a welcome addition to our organization for either training or employment and we have no doubt that they will prove their mettle. We intend to contribute to the development of their skills and leadership qualities so that they can go on to become leaders in the corporate world in future”.*

**Waheeb Al Khazraji**

**Head of Human Resources and Emiratization**



# COURSE SEQUENCING

	<b>Fall</b>	<b>Spring</b>
<b>Year I</b>	BUSI 101 (Introduction to Business)	ACCG 201 (Principles of Financial Accounting)
	COMP 101 (Introduction to Computers)	BUSI 201 (Business Communications)
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)
	MATH 200 (Mathematics with Business Applications)	SSCI ELE or HUMN ELE (Science Elective Humanities)
	SCIE ELE (Science Elective)	QUAN 201 (Introduction to Business Statistics)
	UNIV 100 (The University Experience)	
<b>Year II</b>	ACCG 211 (Principles of Managerial Accounting)	BUSI 301 (Business Research)
	BUSI 211 (Business Ethics)	ECON 202 (Principles of Macroeconomics)
	ECON 201 (Principles of Microeconomics)	FINA 201 (Principles of Finance)
	QUAN 301 (Quantitative Methods For Decision-Making)	MGMT 201 (Principles of Management)
	ENGL 103 (Introduction to Literature)	MKTG 201 (Principles of Marketing)
<b>Year III</b>	BUSI 311 (Business Law I)	BUSI 331 (Management of Information Systems)
	BUSI 321 (Business in the International Environment)	MGMT 313 (Operations Management)
	M ELE (Major Elective)	M ELE (Major Elective)
	M ELE (Major Elective)	M ELE (Major Elective)
	PSPK 101 (Public Speaking)	WLDC 202 (World Cultures II)
	WLDC 201 (World Cultures I)	
<b>Year IV</b>	GEN ELE (General Elective)	ISST ELE (Islamic Studies Elective)
	HUMN or SSCI ELE (Humanities Science Elective)	MGMT 499 (Strategic Management)
	M ELE (Major Elective)	M ELE (Major Elective)
	M ELE (Major Elective)	M ELE (Major Elective)
	M ELE (Major Elective)	M ELE (Major Elective)



## ACCREDITATION



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.



The university's undergraduate majors in Marketing Communications and Advertising are accredited by the International Advertising Association (IAA) in New York.

## 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.
- 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 NASDAQ Dubai.

# IAA DIPLOMA IN MARKETING COMMUNICATIONS



As the Marketing Communications and Advertising majors are accredited by the International Advertising Association in New York, students who complete degree requirements receive upon graduation an IAA Diploma in Marketing Communications in addition to their AUD degree.

This is an internationally recognized Diploma which indicates that the student's undergraduate program meets IAA requirements. Several current and past practitioners teach in AUD's program, ensuring that curricula remain up-to-date and that students have ample contact with the marketing communications industry prior to graduation. An internship is required of all candidates for the B.B.A./B.F.A. degrees.



# ADMISSIONS CHECKLIST

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

Official English translations of all supporting educational documents must be submitted. Translations must be literal (i.e., word-for-word).

- Completed Application for Undergraduate Admission
- Official school records for grades 10 and 11 stamped by the school.
- Official school records for grade 12 should be attested by the appropriate authority of the U.A.E. Ministry of Education – Higher Education Affairs.
- Attestation for international students: grade 12 transcript and diploma must be attested by the Ministry of Education of home country, Ministry of Foreign Affairs of home country and U.A.E. Embassy in home country. Please note that true copies of your grade 12 documents must bear original attestations.
- High school diploma - original required for verification.
- Equivalency Letter is required from the U.A.E Ministry of Education for all students.
- SAT® Reasoning Test scores with min. 560 in Math (Engineering applicants are also required to take a Math placement test at AUD).
- Two recent passport size photographs
- Passport photocopy with validity page
- Photocopy of UAE Residency Visa
- Photocopy of Emirates ID (both sides)
- Army exemption letter for all UAE nationals
- Non-refundable application fee of AED 420. A reservation deposit (non-refundable) of AED 5,000 which is fully applied toward tuition, is required upon acceptance for admission.
- Completed Health History Form. This form must be signed and stamped by a Physician.

# AUD | AMERICAN UNIVERSITY IN DUBAI |

## School of Business Administration

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## ADMISSIONS AT AUD

The mission of the Office of Admissions is to admit to AUD’s degree programs 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.

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 ADMISSIONS OFFICE**

P. O. Box 28282, Dubai, UAE  
T. +971 4 399 9000  
admissions@aud.edu  
www.aud.edu

For specific admissions requirements, please check the AUD Undergraduate 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 (MOE-HEA) 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.

*Last updated June 2020*