



AUD
AMERICAN
UNIVERSITY
IN DUBAI

BACHELOR OF BUSINESS ADMINISTRATION



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

**THE SCHOOL FOLLOWS
INNOVATIVE TEACHING
PRACTICES THROUGH
CLOSE COLLABORATIONS
WITH LEADING PRIVATE AND
PUBLIC ORGANIZATIONS**



A message from the Dean

In the School of Business (SB) at the American University in Dubai (AUD), we graduate job ready students. To that end, the school combines innovative teaching practices with the most up-to-date knowledge. The prime location of AUD, in Dubai's Media and Internet City 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 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 SB 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 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 at the American University in Dubai.

Dr. Assaad Farah
Dean, School of Business

WHY?

Why Business Administration at AUD?

The School of Business 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. SB 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 to enable them to succeed professionally.

Economics

Economics is a discipline that investigates the way 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.



Artificial Intelligence in Business

The AI in Business major at AUD blends cutting-edge artificial intelligence with core business strategies, preparing students to lead in today's rapidly evolving digital economy. This first-of-its-kind program in the Middle East bridges the gap between business leadership and AI-driven decision-making, empowering graduates to leverage technology for innovation and efficiency.

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 analytical skills that help them tackle complex and unique challenges requiring in-depth understanding of not only events 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 provides 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 is 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.



AUD-MMU International Progression Path in Business and Management

During their first semester of studies at the School of Business at the American University in Dubai, students can choose to be on the AUD-MMU International Progression Path in Business and Management. Students on this path will study 3 years at AUD in Dubai and 1 year at Manchester Metropolitan University (MMU) in the United Kingdom and, will obtain 2 Bachelor Degrees in Business (one from AUD and one from MMU). An information session at the start of the Fall semester will provide more information to new students.

**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 provide 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 provide 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 are often sought for employment in market research, brand management, advertising, promotions, and public relations.

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.

ALUMNI



ABDULLA YOUSUF



“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 is 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.”

***B.B.A., Class of 2010 & M.B.A., Class of 2012
Head of Congress Ambassador Development in the Dubai Business***

OMAR AL BUSAILY

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"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."

B.B.A. in Marketing, Class of 2009

***Tourism Investment Manager & Sponsorship Manager of
Manchester City FC at the Tourism & Culture Authority – Abu
Dhabi***



HASSAN KHAYAL

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"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 given me knowledge that cannot be assigned a numerical value, and has given me a lifetime family and community that I will always be proud to say I belong to."

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

EMPLOYER'S

“

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 integral members of our teams. They have all the right ingredients to become, a successful ad-persons.”

Shatha Y. Alami

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



“

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 the future”.

Shatha Y. Alami

Head of Human Resources and Emiratization



“

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*



ABOUT

B.B.A. Program Mission

The Mission of the B.B.A. Program is to provide students with the knowledge, skills and abilities needed to become effective and responsible managers and leaders in today's global economy. The program prepares graduates for a wide array of careers in business-related fields and/or graduate studies. The program promotes problem solving, ethical values, social responsibility, and cultural diversity.

Program Learning Outcomes

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

1. A well-rounded foundation in the functional disciplines of business and in the cognate areas
2. A holistic view of the firm and an ability to integrate the different functional areas of business
3. Effectiveness in the use of oral, written and technology-supported communication skills
4. Proficiency in the business applications of information technology
5. A global outlook and an appreciation of the international dimensions of business
6. An awareness of ethical issues and of the importance of ethical conduct in business practice
7. A broad and deep understanding of their major discipline (for students completing a major)



Summary of Degree Requirements

Course Classification	Credit Hours Required						
	GEN	ACCG	AIMC	ECON	FINA	MGMT	MKTG
Foundation	24	24	24	24	24	24	24
Business Core	27	27	27	27	27	27	27
Major Core	0	24	24	21	21	21	21
Major Elective	33	9	6	12	12	12	12
Arts and Sciences Core	36	36	36	36	36	36	36
General Electives	3	3	3	3	3	3	3
Total	123	123	123	123	123	123	123

PROGRAM

	Fall	Spring	Internship Term
Year I	ARAB ELE (Arabic Electives)	ACCG 201 (Principles of Financial Accounting)	
	BUSI 101 (Introduction to Business)	BUSI 201 (Business Communications)	
	COMP 101 (IT and Innovation in Today's Word)	ENGL 102 (Advance Composition and Research)	
	ENGL 101 (Composition and Rhetoric)	QUAN 201 (Introduction to Business Statistics)	
	MATH 200 (Calculus for Business)	SCIE ELE (Science Elective)	
	UNIV 100 (The University Experience)		
Year II	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)	
	ENGL 103 (Introduction to Literature)	MGMT 201 (Principles of Management)	
	QUAN 301 (Quantitative Methods for Decision Making)	MKTG 201 (Principles of Marketing)	
Year III	BUSI 311 (Business Law I)	BUSI 331 (Management of Information Systems)	BUSI 481 (M ELE)
	BUSI 321 (Business in the International Environment)	MGMT 313 (Operations Management)	
	M ELE (Major Elective)	M ELE (Major Elective)	
	PSPK 101 (Public Speaking)	M ELE (Major Elective)	
	SSCI ELE or HUMN ELE (Social Science or Humanities Elective)	WLDC 201 or WLDC 202 (Cultural Encounters and Historical Transformation) or (Culture and Innovation in a Globalized World)	
Year IV	GEN ELE (General Elective)	ISST ELE (Islamic Cultural Studies Elective)	
	HUMN or SSCI ELE (Humanities or Social Science Elective)	MGMT 499 (Strategic Management [Capstone])	
	M ELE (Major Elective)	M ELE (Major Elective)	
	M ELE (Major Elective)	M ELE (Major Elective)	
	M ELE (Major Elective)	M ELE (Major Elective)	

Course Sequencing for AI in Business Major

	Fall	Spring	Internship Term
Year I	ARAB ELE (Arabic Electives)	ACCG 201 (Principles of Financial Accounting)	
	BUSI 101 (Introduction to Business)	BUSI 201 (Business Communications)	
	MATH 200 (Calculus for Business)	ENGL 102 (Advance Composition and Research)	
	ENGL 101 (Composition and Rhetoric)	QUAN 201 (Introduction to Business Statistics)	
	UNIV 100 (The University Experience)	BUAI 140 (Introduction to Programming for Business Applications)	
Year II	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)	
	ENGL 103 (Introduction to Literature)	MGMT 201 (Principles of Management)	
	QUAN 301 (Quantitative Methods for Decision Making)	MKTG 201 (Principles of Marketing)	
Year III	FINA 201 (Principles of Finance)	BUSI 331 (Management of Information Systems)	BUSI 481 (M ELE)
	ENGL 103 (Introduction to Literature)	MGMT 313 (Operations Management)	
	BUAI 322 (Leadership in Data-centric Organizations)	BUAI 453 (Machine learning for Business Decisions)	
	PSPK 101 (Public Speaking)	BUAI 320 (AI for Finance)	
	BUAI 350 (Data Structures and AI Systems in Business)	BUSI 311 (Business Law I)	
Year IV	GEN ELE (General Elective)	ISST ELE (Islamic Cultural Studies Elective)	
	HUMN or SSCI ELE (Humanities or Social Science Elective)	MGMT 499 (Strategic Management [Capstone])	
	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 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. SB is inspired by the AACSB high standards of excellence, forward-looking, and globally leading business learning.



The university's undergraduate majors in Advertising and Integrated 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 SB students to view live stock trading prices and volumes of the Abu Dhabi Financial Market, Dubai Financial Market, and NASDQ Dubai.





Agreements & Memberships

As the Advertising and Integrated 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. our 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).

- A completed online Application for Admission. Official school.
- An official, attested high school/secondary school transcript (academic record) covering the last three years.
- High school Diploma.
- Equivalency letter from the UAE Ministry of Education.
- Official test scores: TOEFL® / Academic IELTS™ / EmSAT and SAT®*.
- Army exemption letter for all UAE nationals.

*Specific exemptions apply

Financial Requirements

- Non-refundable application fee of AED 420.

Additional details and the online application are available online:

www.aud.edu

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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 Office of Admissions 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 OFFICE OF ADMISSIONS

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For specific admissions requirement, please check the AUD Undergraduate Catalog at our website or contact the Office of Admissions.

ACCREDITED 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.

AUD is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate and Master's degree levels. Questions about the accreditation of AUD may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 USA, by calling +1 (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).