

UNLEARN

**EMIBA**

American University in Dubai



## **MESSAGE FROM THE DEAN**

### **Dr. Assaad Farah**



The EMBA program at the American University in Dubai is designed to enhance the leadership and interpersonal skills of participants. Our world class faculty offer a mix of knowledge and focus on the individual learning needs of every executive in our program. Moreover, we are proud to indicate that our EMBA participants come from diverse backgrounds such as diplomats, senior managers in renowned tech firms and medical doctors. Last but not least, our strong ties with the industry around us in Internet and Media City offer a unique learning and networking opportunity to our students.

## **MESSAGE FROM THE PROVOST**

### **Dr. Sabrina Joseph**



Our EMBA program attracts a diverse group of executives from various private organizations and government bodies within the UAE and across the region. Accomplished leaders in their fields with noteworthy achievements, our students are driven by a passion for transformational learning and personal and professional growth. I am confident that our unique world-class offering will nurture the collaborative and innovative skill sets you require to lead by example in today's world.

# EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

## **WE ARE FACED WITH A NEW WORLD. UNFAMILIAR. CHALLENGING.**

A world asking us to be something we're not. And the business leaders who will successfully manage this continuous transition are going to have to acknowledge that what brought them here, is not what will keep them here.

Because everything has changed. We live in a new world, with economic and social frontiers we cannot possibly imagine until they reveal themselves. And the only way you can prepare for them is to clear your mind of the default decisions experience is telling you to make.

## **LOSE THE RIGID STRUCTURES OF THE PAST. FOCUS ON THE FLUIDITY OF TOMORROW.**

This is the guiding principle of the AUD Executive MBA program: To keep the rear view mirror of experience as precisely that; where you have come from, not where you are going.

# ABOUT AUD

We are one of the most established international universities in the region, located in one of the fastest growing and developing cities in the world. Building upon years of success, we know how to educate and we know we do it exceptionally well.

We endeavor to ensure that AUD remains American in substance as well as in name, and are committed to adhering to the policies, operations and overall best practices, as followed in American higher education.

We believe it is every student's right to achieve their objectives and aspirations, and providing our support in their quest for further education is our ultimate goal.

We are committed to the importance of teamwork and outreach in order to establish beneficial professional collaborations, and value the use of innovation in the creation of knowledge, creative expression and continuous improvement.

## ABOUT THE EMBA

Designed in association with the top-ranked SC Johnson College of Business at Cornell University, the EMBA at AUD will equip you with the skills and knowledge you need to thrive as a transformational leader. In a disruptive environment that requires new ways of thinking and doing, our EMBA will challenge you to re-think and unlearn so that you are prepared for the future.

With AUD consistently ranked as one of the top universities in the GCC region and the EMBA recognized by leading accreditation bodies, this program will set you apart as you continue to move forward in your career journey.

Our program is a 20 month, 42 credit hours program aimed at working professionals. EMBA participants take courses throughout the year during the fall (September –December) and spring (January-April) semesters and the Summer I (May/June) term. Classes take place approximately once per month during extended weekends (Thursday afternoon/evening, Friday, Saturday).



## THREE PILLARS TO GUIDE YOU INTO THE FUTURE

Recognizing the current disruptive and uncertain global socio-economic environment, the AUD Executive MBA program is based on three pillars to ensure that our participants' focus remains fixed on the future. Everything we do is guided by these pillars.

### **PILLAR ONE** **Looking to the future**

We take our participants through an immersion process, coaching them in things they did not know they even needed to know. We do this by teaching the latest trends and developments in business and exposing them to innovative ideas that challenge their perspectives and pushes their boundaries. Our participants need to open their minds to change, and embrace the learning that comes from it

### **PILLAR TWO** **Preparing for the future**

In a business environment of volatility, uncertainty, complexity and ambiguity, our participants need to possess and be able to apply the leadership skills necessary to cope in this environment. It is difficult enough to stay abreast of change, let alone lead it. Our participants need to unlock the change agent in them. They need to learn to be comfortable with being uncomfortable, to treat unforeseen challenges as irresistible rather than insurmountable, all the while conducting themselves with courage and conviction.

### **PILLAR THREE** **Securing the future**

Social responsibility, ethics and sustainability are, rightly so, becoming increasingly non-negotiable in all business practices. Our participants need to develop an awareness of the impact of their (business) decisions on them and those around them – today, tomorrow and years from now. They need to learn to live a life of accountability.

# OUR STUDENTS

Our students come from diverse backgrounds, each with a unique contribution to make to the class. The mix of backgrounds and level of experience reflected in our class ensure that we have the in-class dynamic and engagement fitting of a world-class EMBA such as ours.

## BELOW IS A SNAPSHOT OF WHAT OUR CURRENT CLASS COMPOSITION LOOKS LIKE



**39 Years**

Average  
Age



**15**

Average  
Years of  
Work  
Experience



**13**

Number of  
nationalities



**25%**

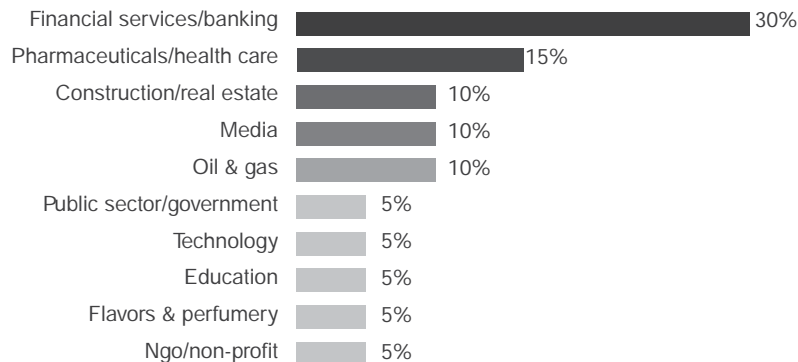
Female

## COUNTRIES REPRESENTED





# INDUSTRIES REPRESENTED



# COMPANIES REPRESENTED

- American University in Dubai
- Arabtec Construction LLC
- DIFC Authority
- Dubai Electricity & Water Authority
- Emirates NBD
- Emirates Petroleum Products Company
- Firmenich
- Google
- Honeywell UOP Middle East Company
- Housing Finance Bank
- Johns Hopkins Aramco Healthcare
- MBC Group
- Pfizer Company
- Roche Diabetes Care Middle East
- Standard Chartered Bank
- United Nations World Food Programme
- Wasl Asset Management Group



### **Ali Kazani**

🇵🇰 Pakistan

🏢 Prominent printing and publishing co.LLC

👤 General Manager



### **Charbel Kordahi**

🇱🇧 Lebanon

🏢 Terex Corporation

👤 Managing Director



### **Ghina Shami**

🇱🇧 Lebanon

🏢 Fakih IVF

👤 Consultant



### **HE Rauan Zhumabek**

🇰🇿 Kazakhstan

🏢 Ministry of Foreign Affairs of the Republic Kazakhstan

👤 Consul General



## Jens Christian Poulsen

🇩🇰 Denmark

🏢 Magnus Kjoeller DMCC

👤 Legal Counsel



## Madona Mohsen

🇱🇧 Lebanon

🏢 Fakih IVF

👤 Nurse Manager



## Mariam Al Jenaibi

🇦🇪 United Arab Emirates

🏢 Alebdaa Althahabi Investment

👤 CEO



## Mohamad Dannaoui

🇱🇧 Lebanon

🏢 Emerson

👤 Regional Manager



### **Mohamed Attia Hussein**

- 🇪🇬 Egypt
- 🏢 Gulf Drug
- 👤 Product Manager



### **Mohamad Kaddura**

- 🇵🇸 Palestine
- 🏢 Unique Innovation General Trading
- 👤 Business Development Director



### **Mokhamad Zhaffal**

- 🇷🇺 Russia
- 🏢 Emirates Hospital
- 👤 Doctor



### **Moritz Frings**

- 🇩🇪 Germany
- 🏢 Hyatt Dubai
- 👤 Director of Sales and Marketing



### **Sarah Sajwani**

🇦🇪 United Arab Emirates

🏢 Shades App-Self employed

👤 Founder and President



### **Sultan Al Nuaimi**

🇦🇪 United Arab Emirates

🏢 Abu Dhabi Police Captain

👤 Abu Dhabi Police

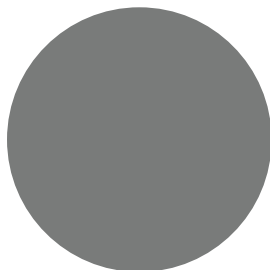


### **Suzuki Kentaro**

🇯🇵 Japan

🏢 Canon Middle East

👤 Division Manager

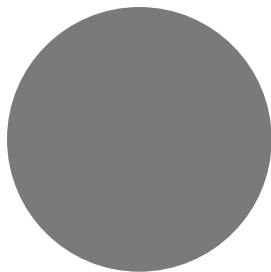


### **Khaled Nasser**

🇪🇬 Egypt

🏢 Ports, Customs and Free Zone Corporation

👤 Project Leader



## Mohamed Ayman Al Kurdi

🇯🇴 Jordan

🏢 Pearson VUE

👤 Principal Global Business Solution Consultant



## Yasser Elbadawy

🇪🇬 Egypt

🏢 FieldCore

👤 Quality Manager



## Jwana Nader Abou Hassan

🇱🇧 Lebanon

🏢

👤



## Ariz Ahmad

🇮🇳 India

🏢 Al Mulla Group

👤 Project Manager

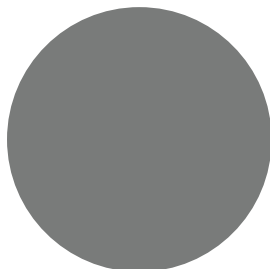


### **Talal Al Masri**

🇸🇾 Syria

🏢 Syrian Arab Red Crescent

👤 Deputy Secretary General



### **Rayan Mouin Shamaa**

🇱🇧 Lebanon

🏢 Patchi-SA

👤 Project Manager



### **Madiyar Ismailov**

🇰🇿 Kazakhstan

🏢 Ministry of Foreign Affairs

👤 Counselor





# CURRICULUM

Our EMBA curriculum takes you on a learning journey that will teach you to speak the language of all business disciplines. We will challenge you to look further than just content and confront you with the cutting-edge trends applicable to that content.

## CORE COURSES

- Leading in Organizations
- Economics for Management
- Statistics for Business Decision Making
- Financial Accounting
- Corporate Governance and CSR
- Operations and Supply Chain Management
- Marketing Management
- Managerial Finance
- Entrepreneurship and Innovation
- Business and Data Analytics
- Business Strategy
- Management Simulation

## ELECTIVE COURSES

- Global Consumer Behavior
- Competition in Global Markets
- International Trade

## GLOBAL BUSINESS STUDY

If money makes the world go round, let's find out how. During an international study tour in the Summer of your first year, you will be immersed in a different economy for a week. You will attend classes conducted by local faculty, you will visit a range of local companies and have access to local business and thought leaders. The net result? Your knowledge base of global markets and societies will gift you a competitive edge.

# SKILLS TRAJECTORY

## ARE YOU READY TO UNLEARN?

As part of your EMBA program, you will be able to identify skills you never knew you had, polish them and then unleash them in every aspect of your career. This is Unlearn at its most personal.

Because you will surprise yourself. You would need to dig a little deeper into character and personality – your strengths and weaknesses and your blind spots. Through this style of introspection, you will emerge as an irresistible leader.

A series of skills sessions will teach you to:

- Sound Right – Unleashing the Power of Your Voice
- Move Right – Glowing with Your Presence
- Listen Right – Winning People Over
- Speak Right – Engaging Your Audience
- Tell it Right – Writing Your Story
- Strategize Right – Getting Your Message Through
- Connect Right – Creating Rapport

Coupled with integrated career coaching, you will learn all about recognizing who you are and who you will be.





# FACULTY

We draw on faculty from elite business schools from around the world who join current AUD faculty brimful of business talent. The EMBA faculty boast an exhaustive research and teaching track record. Everything taught in the program will be globally relevant, yet sensitive to markets here and in the region. Simply, you could not be in better hands to Unlearn.



DR. EDWARD VERLANDER

Edward Verlander is a professor of organization and leadership at Columbia University and has been a visiting professor at the University of International Business and Economics, Beijing, and Nanjing University. Dr. Verlander's business experience includes managerial positions at Harbridge House, Goldman Sachs, SCM Corporation, and the British firm, Lex Electronics, Inc. Born in England and now living in New York, he earned an MBA from the University of Connecticut, an MA and his Doctorate from Columbia University.



KIM A. PAGE

Kim Page has helped thousands of professionals get their message through in multinational and local organizations. A passionate communication expert with an embodied approach, she brings a substantial toolbox with body language, influencing skills such as active listening and unforgettable presentations and she is a vocal coach and a choir leader. With a career that spans across three continents, Kim is an author and a TEDx speaker. She holds a Bachelor's Degree in Dramaturgy from Lund University, Sweden and a Master's Degree in Organization Development from Sonoma



DR. ZAFER AKIN

Zafer Akin has more than fifteen years of teaching, research and university service experience. His specialties are microeconomics, behavioral and experimental economics and game theory. He presented his work in many conferences and universities such as Cal Tech, Syracuse and Harvard Business School. He holds a BS and MA degree from Bilkent University (Turkey), a Ph.D. in Economics from Pennsylvania State University and spent a year at Harvard University (Economics Department and Harvard Business School) as a visiting scholar.

# ADVISORY BOARD

We always ensure that we teach our students the content and skills that they need to thrive in the global business landscape. To ensure that our program and curriculum resonates with industry, we have an EMBA Advisory Board that gives us their expertise and input drawn from their vast professional experience. They hold us accountable to our mission, comment on our progress and way forward and provide support and mentorship.



COLM LYNCH

Colm Lynch works for Falcon and Associates which is a strategic advisory founded under Ruler's Decree by H.H. Sheikh Mohammed bin Rashid Al Maktoum. Colm is Associate Director for RewirEd which is a global education conference that will be hosted by Dubai Cares and EXPO2020 Dubai in coordination with UAE MOFA-IC and delivered by Falcon and Associates. He also serves on the management team of Dubai Business Associates, the graduate management training and cultural ambassadorship programme which is under the patronage of H.H. Sheikh Mohammed. Colm has qualified with a MBA from UCD, Michael Smurfit Graduate School of Business and is also a graduate alum from Trinity College Dublin.



ALINE ASHKARIAN

Aline Ashkarian is the Country General Manager of Patchi UAE. With over 20 years of experience in marketing and business development in different industries between Lebanon and UAE, Aline has a proven record of improving the performance of businesses. Furthermore, Aline has been recognized for achieving numerous positive impacts on business efficiency and productivity. Aline holds an Executive MBA from Hult Business School in Dubai, UAE.



TROY SIMONI

Troy Simoni is founder and CEO of Staytus, responsible for the strategy and vision driving the company's development and worldwide growth. Prior to Staytus, Mr. Simoni was co-founder and CEO of two other multinational tech startups, both of which were acquired. Earlier in his career, Mr. Simoni held various management positions over 9 years at HP in Silicon Valley and in Europe. He earned a Bachelor of Engineering from University of California, Irvine and a Master of Business Administration from Cornell University.



# ADMISSIONS

Our goal for each Executive MBA cohort is to have a highly talented, unique group of experienced professionals with ample work experience across multiple industries. We handcraft our class by selecting each candidate carefully through the admissions process.

## **OUR EMBA IS FOR YOU IF YOU HAVE:**

- Minimum of six years of work experience
- A bachelor degree
- A desire to thrive as a transformational leader
- A contribution to make to the EMBA class

## **IN ORDER FOR YOU TO BEGIN YOUR ADMISSION, YOU WILL GO THROUGH A 3-STEP PROCESS:**

### **1) Application Consultation (optional)**

Get in touch with us for an eligibility assessment: [jahmed@aud.edu](mailto:jahmed@aud.edu)  
+97134346546 [www.emba.edu](http://www.emba.edu)

### **2) Complete the application**

Please visit <https://applyonline.aud.edu/> and submit the online application by providing

- An updated resume or CV
- Your previous academic documents
- Two Professional or Educational References (including contact information)
- A Personal Statement essay describing your motivation for the AUD Executive MBA Program
- An English Language proficiency test score, if applicable

### **3) Interview Process**

The admissions team will schedule an interview with you either in person or online in order to understand how you can contribute uniquely to the program and what our program can do to help achieve your goals.

After the interview process is complete, you can expect your admissions decision within one to two weeks.

## **TUITION FEE**

The tuition fee for the Executive MBA program is 225,000 AED. This includes tuition, teaching materials and meals when on campus.

An initial non-refundable deposit of 11,000 AED is required upon receiving the acceptance letter to secure your place on the program.

There are two installments of due in the month preceding the start of each program year. Installment plans (four installments spread over two years) can be requested for consideration.

## **SCHOLARSHIPS**

Scholarship opportunities for our EMBA program range from 10% to 50% of the tuition fee. Scholarships are awarded based on demonstrated leadership; strong managerial track record; excellence in previous academic endeavors and diversity to bring to the class. Reach out to us to share your profile and we can assess your potential eligibility.

We can provide necessary documents in order for you to receive financial support from your employer or funding from a financial institution of your choice.





# UNLEARN

Accredited by:



وزارة التربية والتعليم  
MINISTRY OF EDUCATION

**AACSB**

Contact us:

P.O Box 28282, Dubai – UAE

DL: +971 4 318 3324

Mobile: +971 50 7899 657

[www.emba.aud.edu](http://www.emba.aud.edu)

[jahmed@aud.edu](mailto:jahmed@aud.edu)

 @audemba

 AUD EMBA

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