



# MASTER OF BUSINESS ADMINISTRATION



# 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, 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 creates 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.

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**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 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.



# | PROGRAM

## 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. Generalist M.B.A. 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.



#### SECTOR PERFORMANCE



HEALTH SERVICES	+6.67%
RETAIL TRADE	+4.41%
TECHNOLOGY SERVICES	+4.24%
FINANCE	+4.18%
ELECTRONIC TECHNOLOGY	+4.03%
UTILITIES	+3.67%
CONSUMER DURABLES	+2.90%
COMMERCIAL SERVICES	+1.96%
COMMUNICATIONS	+0.21%
TRANSPORTATION	+0.17%
NON-DURABLES	-1.65%
MATERIALS	-4.40%



# 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 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

## 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 that 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 research 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. Recognize the conceptual foundation of the functional disciplines of business and their applications.
2. Analyze solutions to complex business problems across a wide range of functional areas and business contexts including innovative and entrepreneurial settings.
3. Formulate recommendations and solutions for managerial problems and policy in their respective concentration area (for students in a concentration).
4. Assess functional and overall performance of contemporary and intricate business organizations using quantitative and qualitative research techniques.
5. Apply advanced business communication and presentation skills effectively and persuasively, both orally and in writing.
6. Evaluate the global and international environments of business, considering the environmental, 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. It consists of seven common core courses, a 6-credit thesis and three advanced elective/concentration courses. 6 of the common core courses provide broad exposure to the functional areas of management. The seventh common core course, Strategic Management and Policy, is the program's capstone course and is normally taken during the last term in the 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, Marketing, Strategic Human Resource Management, and Leadership. The Industry-Based Applied Thesis is mandatory for all students and counts as a 6-credit core course.

Students in the MBA program who choose a concentration should complete 12 courses out of which 3 are concentration courses. For those who opt to complete an additional concentration, they need to take 3 additional courses from the other chosen concentration.

Master of Business Administration Program Director:

**Dr. Assaad Farah,**

afarah@aud.edu or 04-3183303

Course Classifications	Credit Hours Required
Common Core	21
Thesis	6
Advanced Electives/Concentration	9
<b>Total</b>	<b>36</b>



# PROGRAM

## Course Sequencing

The following is a recommended course sequence for students who wish to pursue their MBA program on a full-time basis:

### Full-Time (General)

	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	ADV ELE (Advanced Elective)
	MGMT601 (Managing Organizations and Leading People)	QUAN601 (Quantitative Methods for Business Decisions)	
	MKTG601 (Marketing Management)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	THES690 (Industry-Based Applied Thesis)	MGMT699 (Strategic Management and Policy [Capstone])	
	ADV ELE (Advanced Elective)	ADV ELE (Advanced Elective)	



Part-Time (Management)

	Fall	Spring	Summer
Year I	ACCG601 (Accounting Information and Management Decisions)	FINA601 (Corporate Finance)	ADV ELE (Advanced Elective)
	MGMT601 (Managing Organizations and Leading People)	QUAN601 (Quantitative Methods for Business Decisions)	
Year II	ECON601 (Managerial Economics)	THES690 (Industry-Based Applied Thesis )	ADV ELE (Advanced Elective)
	MKTG601 (Marketing Management)		
Year III	MGMT699 (Strategic Management and Policy [Capstone])		
	ADV ELE (Advanced Elective)		



# ADMISSIONS CHECKLIST

- Online application for admission: <https://applyonline.aud.edu/>
- Undergraduate degree (bachelor's) with a minimum cumulative GPA of 3.00 (on a 4.00 scale) or better (or equivalent) earned from an institution accredited by the UAE Ministry of Higher Education and Scientific Research and by the relevant national or regional institutional accrediting body in the case of international applicants
- Graduation diploma
- Recognition of university certificate for international applicants – to be obtained from UAE Ministry of Higher Education and Scientific Research
- Confirmation of university records (required from every university attended by the student before joining AUD)

- Test requirements:

English

Academic IELTS™ score of 6.5 or TOEFL® score of 550 ITP  
[Paper-based]\* or 79 IBT®

*\*TOEFL ITP Paper-Based scores are accepted from approved centers in the UAE*

GMAT® Graduate Management Admission Test and / or MBA  
admissions interview

- Statement of the applicant's career objectives
- CV/Resume (including two professional or educational references and their contact information)
- Passport copy and Emirates ID
- National military service letter (for UAE male nationals)
- AUD Health History Form
- Non-refundable application fee of AED 420



## 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 undergraduate GPA
2. Applicant's work experience
3. Applicant's statement of career objectives
4. 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



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.





## 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.
- SB 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 the stock trading prices and volumes of the Abu Dhabi Financial Market, Dubai Financial Market, and NASDQ Dubai.



# ADMISSIONS AT AUD

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The Mission of the Office of Student Recruitment and 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 Student Recruitment and 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.





## **ACCREDITED IN THE UAE & THE USA**

AUD is officially licensed by the UAE Ministry of Higher Education and Scientific Research. The Ministry has accredited the university's undergraduate and graduate programs, in addition to a Certificate program in Middle Eastern Studies.

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](http://www.sacscoc.org)).







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For more information, check the  
[AUD Graduate Catalog](#)

