



ALDAR
UNIVERSITY COLLEGE
كلية الـدار الجامعية

PROGRAM SPECIFICATIONS 2020-2021V1

BACHELOR OF BUSINESS ADMINISTRATION SCHOOL OF BUSINESS ADMINISTRATION

ALDAR UNIVERSITY COLLEGE

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Approvals	Date
Board of Trustees	26 September 2020
College Council	23 September 2020

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A. Program Information, Planning & Development

1. Program Title

Degree and Program Title	
Name of School	School of Business Administration
Name of Department	Department of Business Administration
Title of Degree Program	Bachelor of Business Administration
Concentration	<ol style="list-style-type: none"> 1. Human Resource Management 2. Marketing 3. Accounting 4. Finance 5. Industrial Management 6. Hospitality

2. Program Planning and Development

1. The Policy

The Program Planning is conducted at the School level under the supervision of Vice President Academic Affairs. The exercise is conducted for the purpose of seeking Initial Accreditation of a specific program from MOE-CAA. The proposal is introduced and discussed in the School Council and based on the decision from School Council the proposal is forwarded to the Office of Vice President Academics to seek the approval of starting the Program Planning cycle from College Council.

Once the approval to start the Program Planning Cycle is received from the College Council, the School Council formulates an Ad Hoc “Program Planning Committee” (PPC). The members of the Committee shall be as follows:

- a. Chair of the Department
- b. Two faculty members as per the area of specialization

The PPC shall design the program as per Standards 3 - Section 3.1 and Annexure 9 of CAA Standards 2019. The application of the PPC shall be guided by the “Procedural Manual for Initial Program Accreditation” by CAA.

The application shall be approved by the School Council and sent to the College Council via Vice President Office. The College Council shall approve the proposal and send it for the approval from the Board of Trustees (BOT). The BOT discuss the proposal and can suggest changes. In case the BOT approves, the proposal is sent to the MOE-CAA for initial Accreditation.

2. Policy Approver

- a. College Council

3. Policy Steward/Owner:

- a. Vice President for Academic Affairs Email: vice-president@aldar.ac.ae

4. Publication Location(s):

- a. Policy and Procedure Manual

5. Next Review:

- b. Annual Review

6. Version History

Version	Approved By	Approval Date	Effective Date	Sections Modified
1	College Council	1 June 2020	1 June 2020	
2				

B. Program Accreditation

ALDAR University College located in the Emirates of Dubai, is officially licensed since 2000, by MOE-HEA, of the United Arab Emirates to award degrees/qualifications in higher education.

Subsequently, in 2003, the Diploma in Business Administration was accredited by the MOE-HEA. In 2010, the Associate Degree in Finance received initial accreditation and in 2011 the Associate Degree in Business Administration was granted full accreditation.

In 2011, the Associate Degree in Business Administration was granted full accreditation.

In addition, the Bachelor of Business Administration with concentrations of Human Resource Management, Marketing and Accounting and the Bachelor of Information Technology were granted Initial Accreditation by the MOE-HEA, in August 2013.

In February 2018, approval was given by MOE-HEA, to three more concentrations to the Bachelor of Business Administration Program, namely – Industrial Management, Finance and Hospitality Management.

C. International Accreditation

School of Business Administration is a member of AACSB and is preparing to seek accreditation from AACSB.

D. Program Educational Aims And Learning Outcomes

1. BBA Program Mission

“The mission of the BBA Program is to provide students with high quality business education and to equip them with the skills and aptitudes required to successfully operate in the work place, to advance their career goals and to pursue further studies.”

2. BBA Program Goals

On completion of the BBA Program, graduates of ALDAR University College will be able to:

Goals	
G1	Demonstrate a broad theoretical knowledge of management concepts, theories and processes and their application to business contexts
G2	Develop and apply critical thinking skills to complex business management operations and propose appropriate solutions
G3	Develop effective interpersonal skills and deploy creativity in different business contexts
G4	Demonstrate ability to comprehend and integrate multiple perspectives in business
G5	Demonstrate ability to learn from different experiences and embrace new knowledge and skills

3. BBA Program Learning Outcomes and alignment with UAE QF

Alignments of BBA Program Learning Outcomes with NQF Strands

BBA Program Learning Outcomes	
(NQF Strand # 1)	
PLO1	Understand management systems, functions and processes in business organizations
PLO2	Understand societal, economic and cultural trends in the Gulf region and globally and their impact on business
(NQF Strand #2)	
PLO3	Analyze, evaluate and formulate strategic solutions to business problems
PLO4	Convey messages efficiently in both oral and written forms in different business situations.
(NQF Strand # 3)	
PLO5	Demonstrate aptitude to work independently as well as part of a group in different situations
PLO6	Formulate creative solutions to business problems



(NQF Strand # 4)	
PLO7	Demonstrate specific competencies and skills related to the respective fields of concentration
PLO8	Demonstrate ability to integrate and manage different operations and functions of a business
(NQF Strand # 5)	
PLO9	Demonstrate ethical, social and professional awareness and sensitivity in business decisions
PLO10	Critically explore complex and unpredictable matters and situations
PLO11	Use the managerial science applications in industrial context.
PLO12	Employ finance specific competencies in business organizations.
PLO 13	Employ hospitality specific competencies in business organizations.

E. Degree and Program Completion Requirements

Program Completion Duration

ALDAR University College will award degree certificate, attested by MOE-HEA, on successfully completion and fulfilment of following criterion as per the respective degree.

School of Business Administration

Department of Business Administration

Degree Program: Bachelor of Business Administration (English)

Concentrations:

1. Human Resource Management
2. Marketing
3. Accounting
4. Finance
5. Industrial Management
6. Hospitality

To qualify for graduation with a degree of “**Bachelor of Business Administration**”, students must complete 123 credit hours of courses with a score of 2.0 CGPA on the scale of 4.0. The minimum duration to complete the degree program is 50 % of the prescribe, regular semesters as per the study plan and concentration.

Department of General Education

General Education Program

The General Education program is offered by the department as per the guidelines of CAA. The courses offered at the general education program are to supplement the Bachelor’s degree programs. The program focusses on providing a broad understanding of humanities, social sciences and Culture. It prepares the student in terms of skill required for undertaking program in technical areas.

Foundation Program

The foundation program is offered by the Department of General Education to fulfill the admission criterion for the respective, prescribed the Commission of Academic Accreditation as per Standards 2011. The program offers courses along with English proficiency qualifying test preparation, as per the requirement prescribed in the admission criteria and study plan of the respective degree.

F. Program Structure

BBA Curriculum

The Bachelor of Business Administration Program at ALDAR consists of 4 major Learning Blocs:

Course Organization	Credit Hours
General Education	30 Credit Hours
Business Core	69 Credit Hours
Free Electives	06 Credit Hours
Concentration	18 Credit Hours
Total	123 Credit Hours

General Education ... 30 Credit Hours

S	Course	Course Title	Pre-requisite	Cr
1	GED 101	Computer Applications	None	3
2	GED 102	English Writing Skills	None	3
3	GED 103	Advanced English Writing Skills	GED 102	3
4	GED 104	Islamic Culture	None	3
5	GED 105	Environmental Studies	None	3
6	GED 106	Business Mathematics	None	3
7	GED 107	UAE Society & Culture	None	3
8	GED 108	Introduction to Arts	None	3
9	GED 109	Critical Thinking	None	3
10	GED 110	Innovation and Entrepreneurship	45 Credit Hours	3

Business Core ... 69 Credit Hours

S.No	Course Code	Course Title	Pre-requisite	Cr
1	ECON 201	Microeconomics	None	3
2	BULW 305	Business Law	None	3
3	ECON 204	Macroeconomics	None	3
4	STAT 201	Business Statistics	GED 106	3
5	BUSN 203	Business Communication	GED 103	3
6	MGMT 208	Principles of Management	None	3
7	MKTG 201	Principles of Marketing	None	3
8	RESM 202	Research Methodology	STAT 201	3
9	ORGB 309	Organizational Behavior	MGMT 208	3
10	ECON 206	The Global Economy	ECON 204	3
11	ACCT 202	Introduction to Financial Accounting	None	3

12	ECON 207	The GCC Economies	ECON 206	3
13	FINA 204	Financial Management	ACCT 202	3
14	ACCT 203	Managerial Accounting	ACCT 202	3
15	MGMT 308	International Business	ECON 206	3
16	MGMT 307	Operations Management	MGMT 208	3
17	MGMT 403	Leadership	ORGB 309	3
18	MGMT 209	Career Preparation and Planning	None	3
19	MGMT 404	Management of Change	ORGB 309	3
20	MGMT 401	Project Management	None	3
21	STRT 405	Strategic Management	Last year	3
22	MISM 402	Management Information Systems	GED 101	3
23	ETIC 306	Business Ethics	BULW 305	3

Human Resources Management Concentration ... 18 Credit Hours

S	Course	Course Title	Pre-requisite	Cr
1	HURM 401	Human Resource	MGMT 208	3
2	HURM 402	Performance and	HURM 401	3
3	HURM 403	Training and Development	HURM 401	3
4	HURM 404	Recruitment and Selection	HURM 401	3
5	HURM 405	UAE Labor Law and	BULW 305	3
6	HURM 406	Internship	90 Credit Hours	3

Electives ... 2 courses (6 Credit Hours)

Electives consist of two courses to be chosen from any concentration other than the student's chosen field.

S	Course Code	Course Title	Pre-requisite	Cr
1	-	Free Elective 1	-	3
2	-	Free Elective 2	-	3

Marketing Concentration ... 18 Credit Hours

S	Course	Course Title	Pre-requisite	Cr
1	MKTG 401	Consumer Behavior	MKTG 201 - RESM	3
2	MKTG 402	E-Marketing	MKTG 201	3
3	MKTG 403	Advertising and Promotion	MKTG 201	3
4	MKTG 404	Marketing of Services	MKTG 201	3
5	MKTG 405	Sales Force Management	MKTG 201	3
6	MKTG 406	Internship	90 Credit Hours	3

Electives ... 2 courses (6 Credit Hours)

Electives consist of two courses to be chosen from any concentration other than the student's chosen field.

S	Course	Course Title	Pre-requisite	Cr
1	-	Free Elective 1	-	3
2	-	Free Elective 2	-	3

Accounting Concentration ... 18 Credit Hours

S	Course	Course Title	Pre-requisite	Cr
1	ACCT 401	Intermediate Accounting I	ACCT 202	3
2	ACCT 402	Intermediate Accounting II	ACCT 401	3
3	ACCT 403	Auditing I	ACCT 401	3
4	ACCT 404	Auditing II	ACCT 403	3
5	ACCT 405	Accounting Information Systems	ACCT 202	3
6	ACCT 406	Internship	90 Credit Hours	3

Electives ... 2 courses (6 Credit Hours)

Electives consist of two courses to be chosen from any concentration other than the student's chosen field.

S	Course	Course Title	Pre-requisite	Cr
1	-	Free Elective 1	-	3
2	-	Free Elective 2	-	3

Finance Concentration ... 18 Credit Hours

S. No	Course Code	Course Title	Pre-requisite	Cr
1	FIN 300	Financial Market and Institutions	FINA 204	3
2	FIN 301	Investment and Portfolio management	FINA 204	3
3	FIN 403	International Finance	FINA 204	3
4	FIN 404	Islamic Finance	FINA 204	3
5	FIN 405	Insurance and Risk Management	FIN 300, FIN 301	3
6	INT 406	Internship	90 Credit Hours	3

Finance Electives... 2 courses (6 Credit Hours)

Electives consist of two courses to be chosen from the following.

S. No	Course Code	Course Title	Pre-requisite	Cr
1	FIN 410	Computer Applications of Finance	Last semester	3
2	FIN 411	Financial Statement Analysis	Last semester	3
3	FIN 412	Bank Management	Last semester	3
4	FIN 413	Financial Derivatives	Last semester	3
5	FIN 414	Advanced Corporate Finance	Last semester	3

Hospitality Management Concentration... (18 Credit Hours)				
S. No	Course Code	Course Title	Pre-requisite	Cr
1	HOM 300	Introduction to Hospitality & Tourism Management	MGMT208	3
2	HOM 400	Lodging Management	HOM300, MGMT307	3
3	HOM 401	Hospitality Marketing	MKTG201, HOM300	3
4	HOM 402	Food and Beverage Management	HOM300, MGMT307	3
5	HOM 403	Hospitality Facilities Development	HOM 300, MGMT401	3
6	INT406	Internship	90 Credit Hours	3
Hospitality Management Electives ... 2 courses (6 Credit Hours)				
Electives consist of two courses to be chosen from the following.				
S. No	Course Code	Course Title	Pre-requisite	Cr
1	HOM 410	Sustainability in Hospitality	Last semester	3
2	HOM 411	Event management	HOM 300, MGMT401	3
3	HOM412	Legal Aspects of the Hospitality Industry	HOM 300, BULW305	3
4	HOM 413	Financial Accounting for Hospitality Organizations	ACCT 202	3
5	MKTG 401	Consumer Behavior	MKTG201, RESM202	3
6	MKTG 402	E Marketing	GED 101, MKTG201	3

Industrial Management Concentration... 6 Courses (18 Credit Hours)

S. No	Course Code	Course Title	Pre-requisite	Cr
1	INM 307	Quantitative Business Analysis	STAT 201	3
2	INM 308	Operations Research	INM 307	3
3	INM 400	Production Planning and Control	MGMT 307	3
4	INM 401	Quality Management	INM 400	3
5	INM 410	Logistics and Supply Chain Management	INM 400	3
6	INT 406	Internship	90 Credit Hours	3

Industrial Management Electives ... 2 course (6 Credit Hours)

Electives consist of two courses to be chosen from the following.

S. No	Course Code	Course Title	Pre-requisite	Cr
1	INM 403	Decision making Science	Last semester	3
2	INM 404	Risk Management	Last semester	3
3	INM 405	Enterprise Resource Planning	Last semester	3

G. Admission Criteria

Admission Requirements and Conditions	
Name of School	School of Business Administration
Name of Department	Department of Business Administration
Title of Degree Program	Bachelor of Business Administration
Concentration	<ol style="list-style-type: none"> 1. Human Resource Management 2. Marketing 3. Accounting 4. Finance 5. Industrial Management 6. Hospitality
Condition/ Requirement 1	Hold a UAE High School Certificate with an average score of 70% or its equivalent (Pass)
Condition/ Requirement 2	<p>Qualifying certificate for English Proficiency as per the following or another standardized, internationally recognized test that is approved by the Commission.</p> <ul style="list-style-type: none"> ➤ TOEFL – Institutional Testing Program (ITP) with a minimum score of 550, ➤ IELTS Test (Academic) with a minimum score of 5.5 ➤ EmSAT score of 1200

Conditional Admissions

Candidates who do not fulfil the Admission Requirements and Conditions as stated, are admitted on the condition that they will fulfil the required admission requirements and conditions within the stipulated time period, failing which their admission will be cancelled and considered as null and void. Generally, the situations in which the conditional admission is provided are as follows:

1. Deficiency in required documents.
2. Deficiency in English Proficiency certification.

H. Students and Learning Support Services

1. Library Resources and Services

Al-Dar University College library supports the educational mission of the College by providing essential educational support to the College community, through its collection of books, eBooks, databases and, multimedia and internet resources.

Library Resources

Resource Type
Books
Journals & Magazines
e-Databases & Association Memberships
CDs/DVDs
Number of Computers

Acquisition

The library acquires print materials (books, periodicals, pamphlets, maps, etc.), audiovisuals materials (microforms, audiocassettes, videocassettes, DVD, etc.) and electronic resources. The Library acknowledges the continuous change and evolving process of information technologies and is open to new formats that support the mission of the library / college.

Online Public Access Catalog

The library collections are managed through software called Resourcemate. It manages the library acquisitions, cataloging, circulation and public access using the system. After library materials are electronically cataloged using the Online Public Access Catalog (OPAC) database, the bibliographic records are exported to website for use by the library users.

Library Services

The library provides the following services to its users:

- Online Public Access Catalogue (OPAC)
- Internet/CD ROM Search Assistance
- Online Resources Services
- Multi-Media Room Facility
- News clipping Service

- Reference/Referral Service
- Current Awareness Service (CAS)
- Selective Dissemination of Information (SDI)
- Query Based Service (QBS)
- Table of Content
- APA formatting

Online Library Services

The Library is equipped with computer terminals with internet access. Students can access online databases subscribed by the library.

General Rules of Library

- Be courteous to others by maintaining low voices.
- Please take care of the materials borrowed.
- Mobile phone, eatables, and drinks are strictly not allowed inside the library premises.

Circulation Policy

The LRC computerized library system allows students to reserve and to borrow learning resources. Each student must present his/her valid staff/student card when borrowing or returning items. Students can borrow up to two books for a period of two weeks that may be extended for another week.

Clearance Certificate/No Dues Certificate

All those who leave the college must return, replace or pay for all outstanding print and non-print materials that they have not returned to the Library. The Library will issue the clearance certificate to any student only after he/she returns the borrowed materials from the Library.

2. Scholarship

ALDAR University College offers a wide array of scholarships schemes to financially support students in their education. The Scholarship Program consists of the following:

- High School Merit Scholarship
- International Students
- Academic Distinction Scholarship
- Sibling
- Governmental Employee
- School Agreements

- Financial Aid

General Eligibility Criteria

In order to be eligible for the Scholarship Program, students should:

- Meet Aldar Undergraduate Admissions Criteria.
- Study as a full time basis as per the selected Program Study Plan.

General Rules and Regulations

- Scholarships are awarded to full-time students.
- Scholarships are only valid for tuition fees.
- All remaining fees must be paid promptly in order to receive and maintain your scholarship.
- Scholarships are open to all the students of any nationality who have met all the admission requirements.
- You can apply for more than one scholarship, provided you meet the eligibility requirements.
- Maximum scholarship can be awarded up to 50%.

High School Merit Scholarship

High school students with outstanding high school average percentage are eligible for scholarship as per below brackets:

High School Average	Coverage
Greater than or Equal to 98%	75%
Between 95% and 97.99%	40%
Between 90% and 94.99%	20%
Between 85% and 89.99%	15%
Between 80% and 84.99%	10%

Students, in this category, are expected to maintain a CGPA of 3.7 or above by the end of each semester.

○ International Students

International Students enrolled at ALDAR University College. A scholarship of 10% is awarded on a semester basis.

○ Academic Distinction

Outstanding students enrolled at ALDAR University College in various academic programs can apply for scholarships if they maintain a CGPA of 3.7 or above. A scholarship of 15% is awarded on a semester basis and subject to maintaining the required CGPA.

It is only offered in Fall and Spring Semesters. Students are not entitled to other discounts and/or scholarships. Students should not receive grade (I) and grades below C during the concerned semester.

○ **Sibling**

Students who have sibling and/or spouse enrolled at ALDAR University College are eligible for 10% waiver of tuition fees. Eligible students, in this category, are entitled to other discount and scholarship schemes, if eligible.

○ **Governmental Employee**

Students employed by local/federal government entities are entitled to a 15% waiver of their tuition fees.

○ **School Agreements**

High school students with outstanding high school average percentages are eligible for scholarship as per school agreements. Students, in this category, are expected to maintain a CGPA as mentioned in the school agreements by the end of each semester.

3. Financial Aid

ALDAR University College offers financial aid to students in financial need. The Financial Aid Program is awarded to eligible students who demonstrate a financial need through relevant supporting documents.

Application forms may be obtained from the Office of Student Services. Selection is made based on need and academic performance. After approval, the College Council will send the list of eligible students to Office of Admission and Registration.

General Eligibility Criteria

- Student must have English proficiency
- Student must complete 15 credit hours in Al Dar University College.
- Financial Aid is awarded to full-time students.
- Financial Aid is only valid for tuition fees.
- CGPA must be 2.0 or higher for the financial aid to continue.

Supporting Documents

Students must submit the following documents:

- Completed and signed application form
- Current Rental contract
- Bank statements for the last three months
- Employee certificate and salary statement for each employed family member.
- Copy of Passport and Visa for all working family members
- Certificates of educational tuition fees for each sibling

After approval from the Management, a list of eligible students will be sent to Admission and Registration Office

4. Student Services

The Office of Student Services manages all student activities and events organized throughout the Academic Year. The Office proposes a wide range of services with the aim to facilitate the integration of students into the College life through organizing extra-curricular activities, study and recreational trips, and sport events.

The Office of Student Services aims to create and maintain a community where each student is able to pursue, through Student Committees, various types and forms of activities in order to enrich their student life. ALDAR provides an encouraging environment to students to have opportunities to pursue activities within the Campus.

Students at ALDAR are encouraged to take an active role in various activities offered by the college. Any enrolled student is eligible to participate in events sponsored by the College.

The mission of the Office of Student Services is to assist students in areas of extracurricular activities and facilitates the integration of student into the College life by:

- organizing and supervising the Orientation Program;
- providing students with personal counselling or refer them to qualified personal counsellors;
- organizing and supporting extra-curricular and recreational activities;
- sponsoring and organizing sports events;
- supporting the Alumni Committee;
- assisting students in all aspects of student life including housing, medical care, residency formalities, whenever possible

At the beginning of each semester, an Orientation Program is organized for all new students. The Orientation Program provides students a smooth and successful start at ALDAR. The Program objective is to familiarize students with the campus life, meet other new students, attend presentations conducted by various Schools and Offices, and interact with faculty and staff members.

The program consists of a series of presentations conducted by various schools and offices.

5. Learning Support Centers

Professional Training and Continuing Engagement Department

ALDAR University College offers challenging and exciting educational programs to the local community. These programs are outside the framework of ALDAR University College 's regular academic programs and offer training and development in such areas as International Business Skills, IT skills, soft-skills workshops and foreign languages. Apart from above, this department also offers IELTS preparation as well.

Study Rooms

There are four rooms available for students' study. The rules and regulations are as follows:

- The study rooms for students have to be reserved in advance. The group that wants to use the rooms for discussion should give their names and the time for use at least one day before the requirement.
- The rooms are for studies and group discussions purpose only.

6. Personal Counseling

Personal Counselor offers confidential and culturally appropriate solutions for students, which help them in solving both personal and academic challenges. This counseling can help in boosting the self-awareness, confidence, self-management, interpersonal and life skills.

Students can contact the Office of Student Services for taking appointments with the personal counselor.

7. Academic Advising

Academic Advising complements academic instruction and is thus a central to the educational mission of the College. ALDAR recognizes this responsibility by allocating time for indirect instructional activity, which includes student advising, as part of the total faculty instructional workload.

Academic advising is designed to provide necessary tools and information to all students, allowing them to take responsibility for developing educational plans compatible with their goals; meeting institutional and degree requirements; and preparing for a life of change, challenge and individual fulfilment as active citizens.

The primary purposes of academic advising are to help students to select appropriate academic courses and programs, to establish effective mentor relationships, to use support services effectively, and for future planning.

Academic Advising purpose is to:

- Assist newly enrolled students in the selection of the appropriate academic program/ courses/concentrations
- Provide students information and guidance about academic standards, rules and regulations of the College
- Monitor students' academic standing to ensure improvement in their performance
- Address specific course/program related issues
- Assist students in exploring and understanding the possible short- and long-range implications and consequences of their choices

Advising procedure

All students at ALDAR are assigned an Academic Advisor. Advisors maintain regular and reasonable office hours during which they will be available to students seeking academic support.

The advising process depends on the thoughtful participation of the students. Students must:

- meet at least once each semester with their academic advisers, beginning with the first semester
- ensure completing all degree requirements and accept ultimate responsibility for their selection of classes

8. Career Services

The Career Services Coordinator at the College is responsible for providing students with an effective career development program, which includes career information and planning, placement services, and career counseling.

Career Counseling

The Career Services Coordinator provides students and alumni with career counseling to help them in their employment and career plans by:

- providing assistance in writing resume and cover letter, which takes place during the Fall semester by conducting resume writing workshops
- encouraging the students to take personality tests in order to make themselves more aware about their personality traits
- conducting interviews and providing helpful tips via different workshops to make the students understand different ways of handling an interview
- educating the students about different job searching techniques

Career Placement Services

The Career Services Coordinator will provide students with guidance and support as they develop and pursue their career plans. The role of the Career Services Coordinator is to:

- assist students with their internship requirements by providing internship opportunities
- manage all contractual and educational processes related to internships
- assist students and Alumni in their employment search
- organize career development workshops to assist students in their internship/employment strategies
- update students with the current job vacancies and opportunities, market demand, and annual career fairs

A wide range of career development workshops and services are conducted throughout the academic year including:

- workshops on resume preparation
- workshop on interview techniques and skills
- seminars on career development
- internship postings
- annual Career Fairs
- access to internship and employment databases

9. Computer Laboratories

Computer labs and computing facilities are available to all students. The primary purpose of the computing and network resources at the College is to assist students, faculty and administrative staff in their respective goals. Students are expected to make proper use of the facilities, act responsibly and avoid any use of the computing resources that could violate student's code of conduct.

Improper and illegal uses of these facilities include:

- unauthorized downloading of proprietary software;
- transmission through the College computing and network system of illegal material containing pornographic, harassing, violence contents;
- copying of copyright material without the owner's authorization;
- using the computer laboratories for personal and/or non-academic purposes;
- improper behavior putting at risk of disruption the computing and network facilities of the College;

Laboratory Regulations

- Food and drink shall not be brought into, stored in or consumed in a laboratory.
- Smoking is prohibited in laboratories.
- You must work quietly in laboratory.
- Be tidy and keep the laboratory clean.
- Unauthorized person(s) are not allowed in a laboratory.
- Laboratory session must be attended on time, and students coming late will not be allowed to enter the laboratory.
- Before leaving, users should arrange all equipment on their tables.
- Report all problems to the laboratory supervisor.

Safety and Security of the Computer Labs

- The IT Department is responsible for the installation of anti-virus shield software on all computers at the Institute. This software must be of the type that updates itself through the vendor web site online on a daily basis.
- The IT Department must carry out regular virus scans on the hard disk(s) of all computers in ALDAR University College (monthly).
- The IT Department must set up all computers to have a password on the CMOS setup in order to prevent students from changing the system configuration.

10. Recreational Facilities

ALDAR University College provides dedicated recreational area for students so that they can get together to play games and socialize. The Office of Student Services manages the following facilities.

Fitness Center

The fitness center is free of charge for the enrolled students. Students can have their own lockers and the Office of Student Services manages the log.

Fitness Center Timings: opened from Saturday till Sunday

Activities Room

The activities room is equipped with a table tennis table, foosball table and carom.

Activities Room Timings: Saturday – Thursday, 9 AM – 9 PM.

Activity area

Student can make use the area in front of the Office of Student Services located at the ground floor for the extracurricular activities like cultural day, in house programs and club meetings.

11. Residence Halls

ALDAR University College facilitates the students coming from abroad in finding hotels or apartments for the duration of two or three weeks.

12. Dining Services

ALDAR University College has a cafeteria on campus for students where food and beverages are served at reasonable prices.

13. Health Services

The clinic is available for all faculty, staff, and students. Services include treatment for minor health emergencies and conditions, dispensing medication for minor health problems, providing individuals with medical referrals, and offering information on health-related issues.

The clinic is open from Sunday to Thursday and on Saturday. Throughout the semester, the clinic conducts a number of educational sessions focused on health awareness.

14. Other Services

Prayer Rooms

ALDAR University College has two prayer rooms. The Prayer rooms for Male and Female are located in the Third Level.

Lost and Found

The Lost and Found is located at the Office of Student Services. Lost and found items are held for a period of three months. After the holding period expires, unclaimed items will be disposed as follows:

- Cash will be deposited into charity accounts
- Student ID cards, passports and official documents will be turned over to the Office of Admission & Registration
- Other items such as personal accessories, valuables, clothes, bags, and books will be donated to charity organizations
- Other items that cannot be donated will be discarded

Bookstore

The Library Bookstore is located in the Fourth floor of the Building. The bookstore sells all required core texts recommended by Faculty members.

Photocopy Facilities

A photocopier and a LaserJet printer are available for student use in the Library. Copyright laws must be respected and adhered to, all the time.

Transportation Services

Transportation services are provided to the students living in Dubai, Sharjah, or Ajman. Students will be picked up and dropped off at designated areas. Students should contact the Office of Student Services at the beginning of each semester.

Parking Services

Ample Parking lots are provided for faculty, staff, students and visitors with three dedicated basement floors.

ID Cards

When a student first registers at the college, the Office of Admission & Registration issues a Student ID card. The card has the student's name, ID, photo, major, and the validation date. Students must carry their IDs with them at all times and have them available upon request.

Email ID

ALDAR University College provides students with a communication channel using Electronic Intelligence Academic Solution (EIAS) Student Portal. Students can exchange emails with their respective faculty members and the Office of Admission & Registration. Students are held responsible by ALDAR University College for information sent via their email accounts.

I. Program Effectiveness Matrices

1. Schedule of Delivery

BBA Course Sequence

	S	Course Code	Course Title	Pre-Requisite	Cr	
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	-	Concentration 1 (HURM/ACCT/MKTG/ FIN/IM/HM)	-	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Credit Hours	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	-	Concentration 2 (HURM/ACCT/MKTG/ FIN/IM/HM)	-	3
Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last year	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	-	Concentration 3 (HURM/ACCT/MKTG)	-	3
	Semester 8	36	-	Free Elective 1/ Concentration Elective 1	-	3
		37	-	Free Elective 2/ Concentration Elective 2	-	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	-	Concentration 4 (HURM/ACCT/MKTG/ FIN/IM/HM)	-	3
		40	-	Concentration 5 (HURM/ACCT/MKTG/ FIN/IM/HM)	-	3
Summer	41	-	Internship	90 Credit Hours	3	
Total Number of Credit Hours					123	

Human Resource Management Concentration Study Plan

		S	Course Code	Course Title	Pre-Requisite	Cr
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	HURM 401	Human Resource Management	MGMT 208	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	HURM 402	Performance and Compensation	HURM 401	3
Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last year	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	HURM 403	Training and Development	HURM 401	3
	Semester 8	36	-	Free Elective 1	-	3
		37	-	Free Elective 2	-	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	HURM 404	Recruitment and Selection	HURM 401	3
		40	HURM 405	UAE Labor Law and Relations	BULW 305	3
		41	INT 406	Internship	90 Credit Hours	3
Total Number of Credit Hours						123

Marketing Concentration Study Plan

		S	Course Code	Course Title	Pre-requisite	Cr
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	MKTG 401	Consumer Behavior	MKTG 201 - RESM 202	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	MKTG 402	E-Marketing	GED 101 - MKTG 201	3



Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last year	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	MKTG 403	Advertising and Promotion	MKTG 201	3
	Semester 8	36	-	Free Elective 1	-	3
		37	-	Free Elective 2	-	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	MKTG 404	Marketing of Services	MKTG 201	3
		40	MKTG 405	Sales Force Management	MKTG 201	3
		41	INT 406	Internship	90 Credit Hours	3
Total Number of Credit Hours					123	

Accounting Concentration Study Plan

		S	Course Code	Course Title	Pre-requisite	Cr
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	ACCT 401	Intermediate Accounting I	ACCT 202	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	ACCT 402	Intermediate Accounting II	ACCT 401	3



Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last year	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	ACCT 403	Auditing I	ACCT 202	3
	Semester 8	36	-	Free Elective 1	-	3
		37	-	Free Elective 2	-	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	ACCT 404	Auditing II	ACCT 202	3
		40	ACCT 405	Accounting Information Systems	ACCT 202	3
		41	INT 406	Internship	90 Credit Hours	3
		Total Number of Credit Hours				

Finance Concentration Study Plan

	S	Course Code	Course Title	Pre-Requisite	Cr	
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	FIN 300	Financial Market and Institutions	FINA 204	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	FIN 301	Portfolio Management and Sustainability	FINA 204	3
Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last semester	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	FIN 403	International Finance	FINA 204	3
	Semester 8	36	-	Concentration Elective 1	Last semester	3
		37	-	Concentration Elective 2	Last semester	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	FIN 404	Islamic Finance	FINA 204	3
		40	FIN 405	Insurance and Risk Management	FIN 300, FIN 301	3
	41	INT 406	Internship	90 Credit Hours	3	
Total Number of Credit Hours					123	

Hospitality Concentration Study Plan

	S	Course Code	Course Title	Pre-Requisite	Cr	
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	HOM 300	Intro. to Hospitality & Tourism Mgmt.	MGMT208	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	HOM 400	Lodging Management	HOM300, MGMT307	3
Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last year	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	HOM 401	Hospitality Marketing	MKTG201, HOM300	3
	Semester 8	36	-	Concentration Elective 1	-	3
		37	-	Concentration Elective 2	-	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	HOM 402	Food and Beverage Management	HOM300, MGMT307	3
		40	HOM 403	Hospitality Facilities Development	HOM300, MGMT401	3
Summer	41	INT 406	Internship	90 Credit Hours	3	
Total Number of Credit Hours					123	

Industrial Management Concentration Study Plan

	S	Course Code	Course Title	Pre-Requisite	Cr	
Year 1	Semester 1	1	GED 101	Computer Applications	None	3
		2	GED 108	Introduction to Arts	None	3
		3	GED 107	UAE Society and Culture	None	3
		4	GED 104	Islamic Culture	None	3
		5	GED 106	Business Mathematics	None	3
	Semester 2	6	GED 102	English Writing Skills	None	3
		7	GED 105	Environmental Studies	None	3
		8	GED 109	Critical Thinking	None	3
		9	ECON 201	Microeconomics	None	3
		10	STAT 201	Business Statistics	GED 106	3
Year 2	Semester 3	11	BULW 305	Business Law	None	3
		12	MKTG 201	Principles of Marketing	None	3
		13	MGMT 208	Principles of Management	None	3
		14	GED 103	Advanced English Writing Skills	GED 102	3
		15	ECON 204	Macroeconomics	None	3
	Semester 4	16	BUSN203	Business Communication	GED 103	3
		17	RESM 202	Research Methodology	STAT 201	3
		18	ORGB 309	Organizational Behavior	MGMT 208	3
		19	ECON 206	The Global Economy	ECON 204	3
		20	ACCT 202	Introduction to Financial Accounting	None	3
Year 3	Semester 5	21	ECON 207	The GCC Economies	ECON 206	3
		22	FINA 204	Financial Management	ACCT 202	3
		23	ACCT 203	Managerial Accounting	ACCT 202	3
		24	MGMT 308	International Business	ECON 206	3
		25	INM 307	Quantitative Business Analysis	STAT 201	3
	Semester 6	26	GED 110	Innovation and Entrepreneurship	45 Cr.H	3
		27	MGMT 307	Operations Management	MGMT 208	3
		28	MGMT 403	Leadership	ORGB 309	3
		29	MGMT 209	Career Preparation and Planning	None	3
		30	INM 308	Operations Research	INM 307	3
Year 4	Semester 7	31	MGMT 404	Management of Change	ORGB 309	3
		32	MGMT 401	Project Management	None	3
		33	STRT 405	Strategic Management	Last semester	3
		34	MISM 402	Management Information Systems	GED 101	3
		35	INM 400	Production Planning and Control	MGMT 307	3
	Semester 8	36	-	Concentration Elective 1	Last semester	3
		37	-	Concentration Elective 2	Last semester	3
		38	ETIC 306	Business Ethics	BULW 305	3
		39	INM 401	Quality Management	INM 400	3
		40	INM 410	Logistics and Supply Chain Management	INM 400	3
Sum mer	41	INT 406	Internship	90 Credit Hours	3	
Total Number of Credit Hours					123	

2. Program Learning Outcomes Mapped to Descriptors of the QF Emirates for the Appropriate Program Level

Bachelor of Business Administration (BBA)

PROGRAM LEARNING OUTCOMES MAPPING WITH UAE NQF LEVEL 7							
STRANDS							
NQF	Program Learning Outcomes		Knowledge	Skills	Autonomy & Responsibility	Self-Development	Role in Society
NQF 1	PLO1	Understand management systems, functions and processes in business organizations	X	X			
	PLO2	Understand societal, economic and cultural trends in the Gulf region and globally and their impact on business	X	X	X		
NQF 2	PLO3	Analyze, evaluate and formulate strategic solutions to business problems		X	X	X	X
	PLO4	Convey messages efficiently in both oral and written forms in different business situations.		X	X	X	X
NQF 3	PLO5	Demonstrate aptitude to work independently as well as part of a group in different situations			X	X	X
	PLO6	Formulate creative solutions to business problems	X	X	X		
NQF 4	PLO7	Demonstrate specific competencies and skills related to the respective fields of concentration		X	X	X	X
	PLO8	Demonstrate ability to integrate and manage different operations and functions of a business			X	X	X
NQF 5	PLO9	Demonstrate ethical, social and professional awareness and sensitivity in business decisions			X	X	X
	PLO10	Critically explore complex and unpredictable matters and situations		X	X	X	X
	PLO11	Use the managerial science applications in industrial context.		X	X	X	X
	PLO12	Employ finance specific competencies in business organizations.		X	X	X	X



	PLO13	Employ hospitality specific competencies in business organizations.		X	X	X	X
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3. Program Learning Outcomes Mapped to Course Learning Outcomes

Mapping the Courses to the PLO to assess the overall strength of the contribution a Course makes to achieve each of the PLOs :														
Code	Course Title	NQF1 (Knowledge)		NQF2 (Skills)		NQF3 (Autonomy &responsibility)		NQF4 (Self- development)		NQF5 (Role in Context)				
		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13
ECON 201	Microeconomics	CLO1	CLO2	CLO2			CLO3		CLO4		CLO5			
BULW 305	Business Law		CLO1	CLO2			CLO3		CLO4	CLO5				
ECON 204	Macroeconomics	CLO1		CLO2		CLO3			CLO4		CLO5			
STAT 201	Business Statistics	CLO1		CLO3			CLO2		CLO4		CLO5			
BUSN 203	Business Communication				CLO1 CLO2 CLO3 CLO4					CLO2				
MGMT 208	Principles of Management	CLO1		CLO3			CLO3	CLO2			CLO4			
MKTG 201	Principles of Marketing	CLO1		CLO3			CLO4	CLO2		CLO5				
RESM 202	Research Methodology	CLO1		CLO2 CLO3			CLO5			CLO4				
ORGB 309	Organizational Behavior	CLO1			CLO2		CLO3		CLO4	CLO5				
ECON 206	The Global Economy	CLO1		CLO2		CLO3			CLO4		CLO5			

ACCT 202	Introduction to Financial Accounting	CLO1		CLO4		CLO2		CLO3					
ECON 207	The GCC Economies		CLO1 CLO4	CLO3			CLO2		CLO2 CLO3	CLO4	CLO5		
FINA 204	Financial Management	CLO1		CLO3			CLO4		CLO2	CLO5			
ACCT 203	Managerial Accounting	CLO1		CLO4		CLO2		CLO3			CLO5		
MGMT 308	International Business	CLO1		CLO3			CLO2		CLO4	CLO5			
MGMT 307	Operations Management	CLO1		CLO2		CLO3		CLO4		CLO5			
MGMT 403	Leadership	CLO1		CLO2		CLO3		CLO4		CLO5			
MGMT 209	Career Preparation and Planning	CLO1			CLO4	CLO2		CLO3			CLO5		
MGMT 404	Management of Change	CLO1		CLO2			CLO4		CLO3	CLO5			
MGMT 401	Project Management	CLO1		CLO4		CLO2		CLO3			CLO5		
STRT 405	Strategic Management	CLO1		CLO2			CLO3		CLO4	CLO5			
MISM 402	Management Information Systems	CLO1		CLO2			CLO4		CLO3		CLO5		
ETIC 306	Business Ethics	CLO1		CLO2			CLO3		CLO4		CLO5		
MKTG 401	Consumer Behavior		CLO1	CLO2				CLO3		CLO5	CLO4		
MKTG 402	E-Marketing	CLO1		CLO2			CLO3		CLO4	CLO5			
MKTG 403	Advertising and Promotion	CLO1		CLO3			CLO4	CLO2		CLO5			
MKTG 404	Marketing of Services	CLO1		CLO3			CLO4	CLO2		CLO5			

MKTG 405	Sales Force Management	CLO1		CLO3		CLO5		CLO2		CLO4				
ACCT 401	Intermediate Accounting I	CLO1		CLO2			CLO4	CLO6	CLO3	CLO5				
ACCT 402	Intermediate Accounting II	CLO2		CLO1			CLO5	CLO3			CLO4			
ACCT 403	Auditing I	CLO1 CLO4			CLO2			CLO5		CLO3				
ACCT 404	Auditing II						CLO3	CLO1 CLO2 CLO4 CLO5						
ACCT 405	Accounting Information Systems	CLO1		CLO2			CLO4	CLO3	CLO5		CLO6			
HURM 401	Human Resources Management	CLO1	CLO1		CLO5		CLO4	CLO2	CLO3	CLO5				
HURM 402	Performance and Compensation	CLO1		CLO3			CLO5	CLO2			CLO4			
HURM 403	Training and Development	CLO2		CLO3			CLO5	CLO1			CLO4			
HURM 404	Recruitment and Selection	CLO1		CLO3			CLO5		CLO2		CLO4			
HURM 405	UAE Labor Law	CLO1		CLO3		CLO2		CLO4			CLO5			
INM 307	Quantitative Business Analysis			CLO1 CLO2 CLO4	CLO1 CLO5					CLO6			CLO3	

INM 308	Operations Research			CLO4								CLO1 CLO2 CLO3 CLO5		
INM 400	Production Planning and Control	CLO1					CLO2		CLO3 CLO4			CLO5		
INM 401	Quality Management			CLO3		CLO2						CLO1 CLO4 CLO5		
INM 410	Logistics and Supply Chain Management			CLO1 CLO2								CLO3 CLO4 CLO5		
INM 403	Decision making Science	CLO1 CLO2		CLO4								CLO1 CLO2 CLO3 CLO5		
INM 404	Risk Management	CLO1			CLO6		CLO4		CLO5			CLO2 CLO3		
INM 405	Enterprise Resource Planning	CLO1					CLO4	CLO2		CLO3		CLO5		
FIN 300	Financial Market and Institutions	CLO1 CLO2		CLO4		CLO5			CLO2				CLO3	
FIN 301	Investment and Portfolio management			CLO2			CLO2 CLO5	CLO1		CLO6	CLO6		CLO1 CLO3 CLO4	
FIN 403	International Finance	CLO1	CLO2 CLO3	CLO2 CLO5			CLO3		CLO4		CLO5		CLO4	

FIN 404	Islamic Finance			CLO3 CLO4 CLO5				CLO1		CLO2			CLO3 CLO4
FIN 405	Insurance and Risk Management	CLO1		CLO2 CLO3 CLO4									CLO3 CLO4 CLO5 CLO6
FIN 410	Computer Applications of Finance	CLO1 CLO2 CLO3		CLO5				CLO2	CLO2				CLO3 CLO4 CLO5
FIN 411	Financial Statement Analysis	CLO3		CLO5				CLO1 CLO2					CLO1 CLO2 CLO3 CLO4
FIN 412	Bank Management	CLO1								CLO2	CLO4		CLO3 CLO5 CLO6
FIN 413	Financial Derivatives	CLO1	CLO1	CLO3				CLO4	CLO2 CLO5		CLO4		CLO2 CLO5
FIN 414	Advanced Corporate Finance			CLO1 CLO5				CLO2	CLO2	CLO4 CLO5	CLO3 CLO4 CLO5		CLO3 CLO4
HOM 300	Introduction to Hospitality & Tourism Management	CLO1	CLO1 CLO2					CLO3 CLO4					CLO3 CLO4
HOM 400	Lodging Management			CLO3			CLO4		CLO2				CLO1 CLO4

														CLO5
HOM 401	Hospitality Marketing	CLO1		CLO2 CLO4				CLO5		CLO3				CLO5
HOM 402	Food and Beverage Management		CLO1 CLO4					CLO2		CLO3	CLO4			CLO2 CLO4 CLO5
HOM 403	Hospitality Facilities Development	CLO1 CLO2								CLO5	CLO4			CLO3
HOM 410	Sustainability in Hospitality	CLO1		CLO5						CLO2	CLO3 CLO4			CLO3
HOM 411	Event management	CLO1	CLO2						CLO4					CLO3 CLO5
HOM412	Legal Aspects of the Hospitality Industry	CLO1 CLO2												CLO3 CLO4 CLO5
HOM 413	Financial Accounting for Hospitality Organizations	CLO1		CLO2 CLO5										CLO3 CLO4
INT406	Internship		CLO5	CLO3	CLO4	CLO5			CLO1		CLO4	CLO2		

Mapping the Courses to the assessment tools that will be used to measure the achievements of each PLO

Course Code	Course Title	Quizzes	Assignments/Lab	Project & Presentation	Case Study	Mid Term	Final Exam	Total
GED 101	Computer Applications	15	20	-	-	25	40	100
GED 102	English Writing Skills	20	20	-	-	20	40	100
GED 103	Advanced English Writing Skills	20	20	-	-	20	40	100
GED 104	Islamic Culture							100
GED 105	Environmental Studies	20	-	-	20	20	40	100
GED 106	Business Mathematics	30	-	-	-	30	40	100
GED 107	UAE Society & Culture							100
GED 108	Introduction to Arts	20	-	20	-	20	40	100
GED 109	Critical Thinking	30	-	-	-	30	40	100
GED 110	Innovation and Entrepreneurship	-	40	40	-	20	-	100
ECON 201	Microeconomics	20	-	-	20	20	40	100
BULW 305	Business Law	20	-	-	20	20	40	100
ECON 204	Macroeconomics	10	30	-	-	20	40	100
STAT 201	Business Statistics	20	20	-	-	20	40	100
BUSN 203	Business Communication	-	15	20	-	20	40	100
MGMT 208	Principles of Management	20	20	-	-	20	40	100
MKTG 201	Principles of Marketing	15	-	-	35	20	30	100
RESM 202	Research Methodology	-	40	-	-	20	40	100
ORGB 309	Organizational Behavior	20	-	-	20	20	40	100
ECON 206	The Global Economy	20	20	-	-	20	40	100
ACCT 202	Introduction to Financial Accounting	30	10	-	-	20	40	100
ECON 207	The GCC Economies	20	20	-	-	20	40	100
FINA 204	Financial Management	20	20	-	-	20	40	100

ACCT 203	Managerial Accounting	20	20	-	-	20	40	100
MGMT 308	International Business	20	20	-	-	20	40	100
MGMT 307	Operations Management	20	20	-	-	20	40	100
MGMT 403	Leadership	10	-	-	30	20	40	100
MGMT 209	Career Preparation and Planning	-	40	-	-	20	40	100
MGMT 404	Management of Change	20	20	-	-	20	40	100
MGMT 401	Project Management	20	20	-	-	20	40	100
STRT 405	Strategic Management	20	20	-	-	20	40	100
MISM 402	Management Information Systems	-	20	-	20	20	40	100
ETIC 306	Business Ethics	-	-	-	40	20	40	100
MKTG 401	Consumer Behavior	10	-	-	30	20	40	100
MKTG 402	Advertising and Promotion	15	-	40	25	20	-	100
MKTG 403	E-Marketing	20	-	40	20	20	-	100
MKTG 404	Marketing of Services	15	-	-	25	20	40	100
MKTG 405	Sales Force Management	15	-	40	25	20	-	100
ACCT 401	Intermediate Accounting I	20	15	-	-	25	40	100
ACCT 402	Intermediate Accounting II	30	10	-	-	20	40	100
ACCT 403	Accounting Information Systems	30	10	-	-	20	40	100
ACCT 404	Auditing I	20	-	-	20	20	40	100
ACCT 405	Auditing II	30	-	-	10	20	40	100
HURM 401	Human Resources Management	10	15	-	20	15	40	100
HURM 402	Training and Development	10	30	-	-	20	40	100
HURM 403	Performance and Compensation	10	-	-	30	20	40	100
HURM 404	UAE Labor Law	20	20	-	-	20	40	100
HURM 405	Recruitment and Selection	10	-	20	10	20	40	100
INM 307	Quantitative Business Analysis	20	30	-	-	20	30	100
INM 308	Operations Research	20	20	-	-	20	40	100
INM 400	Production Planning and Control	-	-	-	30	30	40	100
INM 401	Quality Management	10	-	-	30	20	40	100

INM 410	Logistics and Supply Chain Management	10	30	-	-	20	40	100
INM 403	Decision making Science	10	30	-	-	20	40	100
INM 404	Risk Management	10	30	-	-	20	40	100
INM 405	Enterprise Resource Planning	10	30	-	-	20	40	100
FIN 300	Financial Market and Institutions	10	30	-	-	20	40	100
FIN 301	Investment and Portfolio management	-	30	-	-	30	40	100
FIN 403	International Finance	20	-	-	20	30	30	100
FIN 404	Islamic Finance	10	-	-	30	30	30	100
FIN 405	Insurance and Risk Management	20	20	-	-	20	40	100
FIN 410	Computer Applications of Finance	-	40	-	-	20	40	100
FIN 411	Financial Statement Analysis	20	20	-	-	20	40	100
FIN 412	Bank Management	10	-	-	30	20	40	100
FIN 413	Financial Derivatives	10	30	-	-	20	40	100
FIN 414	Advanced Corporate Finance	10	-	-	30	20	40	100
HOM 300	Introduction to Hospitality & Tourism Management	-	20	-	20	20	40	100
HOM 400	Lodging Management	-	15	-	25	20	40	100
HOM 401	Hospitality Marketing	10	30	-	-	20	40	100
HOM 402	Food and Beverage Management	-	40	-	-	20	40	100
HOM 403	Hospitality Facilities Development	-	-	-	30	30	40	100
HOM 410	Sustainability in Hospitality	-	10	-	30	20	40	100
HOM 411	Event management	20	20	40	-	20	-	100
HOM412	Legal Aspects of the Hospitality Industry	-	20	-	20	20	40	100
HOM 413	Financial Accounting for Hospitality Organizations	10	30	-	-	20	40	100
INT406	Internship	-	-	100	-	-	-	100

4. Teaching and Learning Methods

The Teaching and Learning Methods (TLM), at ADUC are employed as per the requirement of the course. Some of the commonly used methodologies are mentioned here, however each course syllabus mention specific details of the TLM implemented in the specific course. Some of the TLMs are mentioned as follows:

- a. Lecture Sessions: (Presentations by faculty, Explanations, Class Discussions, Debate Sessions etc)
- b. Student Presentations:
- c. Group Discussions:
- d. Physical Lab Sessions:
- e. Virtual Lab Sessions:
- f. Tutorials:
- g. Library Sessions: (Assigning students activities which requires library usage)
- h. Case Study Discussions:
- i. Simulation Exercises:

The Faculty Teaching Peer Review (FTPR) System ensures that the faculty members are monitored and evaluated for their teaching performance and a formal feedback is provided to them.

5. Assessment Methods

- a. Quizzes
- b. Projects
- c. In Class Case Studies
- d. Take Home Case Studies
- e. Individual Presentations
- f. Group Presentations
- g. Written Assignments
- h. Individual Assignments
- i. Group Assignments
- j. Class Contributions
- k. Lab activities
- l. Midterm Exams

- m. Final Projects
- n. Internships
- o. Final Exams

J. Academic Regulations

1. Program Grading System

Grading Scale			
Grade	Points	Marks	Description
A	4.0	90 – 100	Demonstrates a high Level of performance and outstanding mastery of the domain area
B+	3.5	85 – 89	Demonstrates excellent mastery of subject matter and overall commendable performance and achievement
B	3.0	80 – 84	Very good mastery of subject matter and excellent knowledge and understanding
C+	2.5	75 – 79	Good mastery of subject matter and fairly good knowledge and understanding
C	2.0	70 – 74	Average performance and achievement
D+	1.5	65 – 69	Inadequate level of achievement overall average to poor level of knowledge and understanding of the subject matter
D	1.0	60 – 64	Limited knowledge and understanding of the subject matter
F	0	< 60	Spare knowledge, understanding and performance of the subject matter below the level required for a Bachelor Degree Program.
XF	0	-	Failure due to Academic Integrity Violation
I	-	-	Incomplete
R	-	-	Repeat Course
W	-	-	Withdrawal
FA	-	-	Failure due to absence

Grade Qualifications

A	Demonstrates a high Level of performance and outstanding mastery of the domain area
B+	Demonstrates excellent mastery of subject matter and overall commendable performance and achievement
B	Very good mastery of subject matter and excellent knowledge and understanding
C+	Good mastery of subject matter and fairly good knowledge and understanding
C	Average performance and achievement

D+	Inadequate level of achievement overall. Average to poor level of knowledge and understanding of the subject matter
D	Limited knowledge and understanding of the subject matter
F	Spare knowledge and understanding of the subject matter and standard of performance well below the level required for a Bachelor Degree Program
XF	Failure due to Academic Integrity Violation
I	Incomplete Grade. Must be completed within One (1) Semester, otherwise will be replaced by an F Grade.
R	Repeat Course
W	Withdrawal
FA	Failure due to absence

Grade Point Average

The student's Grade Point Average (GPA) is the sum of products of grade points and credit hours of each course and then dividing the result by the total number of credit hours of the semester.

$$GPA = \frac{\sum_{per\ course} (Grade\ Point \times Credit\ Hours)}{Total\ Number\ of\ Registered\ Credit\ Hours\ in\ Current\ Semester}$$

Courses with letter grades of TC (Transferred Credit) and I (Incomplete) are excluded from the GPA calculation.

Cumulative Grade Point Average

The Student's Cumulative Grade Point Average (CGPA) is the sum of products of grade points and credit hours of each course registered in current and previous semesters and then dividing the results by the grand total number of credit hours.

$$CGPA = \frac{\sum_{per\ course} (Grade\ Point \times Credit\ Hours)}{Total\ Number\ of\ Registered\ Credit\ Hours\ in\ all\ Semesters}$$

The CGPA is used to determine the student academic standing and progress in all semesters.

Scaling System

The numerical performance (CGPA) needs to be also translated qualitatively in terms of students' performance. The grade descriptors will help define the students' overall level of skills and provides more comprehensive information to both academic and corporate.

CGPA	Description
3.60 – 4.00	Excellent
3.00 – 3.59	Very Good
2.50 – 2.99	Good
2.00 – 2.49	Satisfactory
Less than 2.00	Un Satisfactory

2. Academic Progress

Good Academic Standing

In order to be considered in Good Academic Standing students must achieve a minimum CGPA of 2.00 at the end of each Semester.

Academic Probation

Students with a CGPA of less than 2.00 by the end of the second academic semester will be placed on probation. The probation cannot exceed three consecutive semesters and the concerned students must revert to good Academic standing within the set period. Failure to achieve a CGPA of 2.00 will lead to Academic dismissal.

Students with a CGPA less than 2.00 cannot register in courses without their advisors' approval.

- A student whose CGP is less than 2.00 by the second semester of the academic year will receive a first academic warning. Students on first academic warning can only register in 4 courses.
- Student who fails to raise their CGPA to 2.00 after the first warning shall be given a second academic warning and placed on academic probation for the next semester. Students on academic probation can only register in 3 courses. All courses being repeated courses.

If a student fails to raise his/her CGPA to 2.00 at the end of the prescribed period of the probation, he/she will be dismissed form the program

Incomplete (Grade I)

Grade I is allocated to students who fail to complete the final assessment of a course, namely; final examination or final research-based assessment. Unless an official excuse submitted by the student and accepted by the concerned faculty member, the final assessment must be completed and marked during or before the period of add/drop of the following semester as determined by the College, otherwise a grade F (Fail) will be awarded for the relevant course.

The Grade I will exceptionally be extended for one semester for internship or any course assessed by a graduation project only, if an official excuse submitted by the student and accepted by the concerned faculty member during the last week of the relevant semester and/or before the final examination period.

Student must provide a legitimate reason for absence within three working days (3 days) and pay the make-up exam fees 50% of the course tuition fees upon dean's approval.

Repeat Course

If a student has failed in a course, it is advisable to repeat it in the following semester. Students are at liberty to repeat the completed courses for the sake of improving their CGPA. They can repeat up to two times, but credit hours will be counted only once in the total credit hours required for graduation.

In all repeated course cases, the highest grade is considered for CGPA calculation.

Attendance Policy

Students are expected to attend all classes and be punctual.

Throughout the Program, regular attendance and participation in classroom activities are compulsory. The Instructor will monitor attendance at the beginning of each session. Students absent from class without prior approval of the Department Chair will be issued a first Warning after 10% of absenteeism and a second Warning at 20%.

Absenteeism of 25% in any course will result in failure due to absence (FA) and a grade of zero will be assigned.

A student with a legitimate and valid reason for missing a class can request his absence not to be counted. Such absence should be reported with supporting documents in the student file.

Students unable to attend classes for a certain period for medical or any other "force majeure" reasons have to produce proper supporting documents and submit a written leave of absence to the concerned Department Chair/Dean for approval.

Dean's List

At the end of each Academic Year, a Dean's List of academically outstanding students is issued by the Registrar's office. The Dean's list consists of the top 10% of the best performing students.

To be on the Dean's List, students have to be in good Academic standing with a CGPA of at least 3.7 with no I grade and no grade below C during the Semester. In addition, students with a minimum of 12 Credit hours are eligible to the Dean's List. Dean's list designation applies to only Fall and Spring Semesters academic records.

3. Opportunities for Appeal By Students

Grade Appeal

A student has the right to appeal a course grade that he believes was not satisfactory.

Disputes over final course grades may reflect disagreements that have arisen as the result of a late-semester project or the final exam. Students' grade may only be changed by the instructor during the semester or by the recommendation of the Grade Appeal committee for the final exam grade.

Both students and faculty have rights and responsibilities in the grading process:

1. Faculty members have the responsibility to provide students with syllabi that clearly outlines the basis on which students will be assessed and graded
2. Faculty members have the responsibility to provide their students with timely feedback on their performance on quiz, case studies, projects, Mid-term and other assignments during the semester.
3. Students who wish to appeal are responsible for clearly demonstrating that the final grade they received is contrary to procedures as specified in the syllabus, or was biased or based computational error.

Faculty members and students should communicate regularly and openly about all grading issues. A student who is dissatisfied with an instructor's grading decision during a semester should discuss the issue with the instructor and attempt to resolve the matter informally. A student who believes that a grading issue has not been satisfactorily resolved should speak with the instructor's department chair about the matter. The department chair should work with both the student and the instructor to address the issue. The decision of the department chair regarding issues on course work grades are final.

Procedure

Students can only file for a course grade appeal at the end of the semester as per the following procedure:

- Course Grade appeal can be lodged within a maximum period of 3 days from the time of the official release of the grades;
- An official Grade appeal form with proper reasons and relevant documentations and justification must be duly filled up and submitted to the Office of Admissions & Registration;

- The Department Chair will convene a Grade Appeal Committee Chaired by him\her and consisting of two faculty members to review the grade appeal;
- The Grade Appeal Committee will re-examine final exam papers and grade distribution assuming that the student has seen his\her total assessments before the final exam and will take a decision to maintain or modify the grade(s);
- The Grade Appeal Committee might request additional materials/documents from the instructor and/or student.
- All parties concerned, including the student and course instructor, will be notified of the final decision taken by the Grade Appeal Committee.
- The decision of the Grade Appeal Committee is final and the concerned students can no further dispute it;

Minutes will be taken during the deliberations of the Grade Appeal Committee.