

# Master Of Business Administration (MBA)

F A C U L T Y O F B U S I N E S S  
A N D L A W

Master of Business Administration – Finance  
Master of Business Administration - Human Resource Management  
Master of Business Administration – Marketing  
Master of Business Administration – Sustainability

الجامعة  
البريطانية في  
دبي



The  
British University  
*in Dubai*

## ENTRY REQUIREMENTS

- A Bachelor's degree equivalent to an Upper Second Class or with a good GPA (3 or above) from an accredited university or an equivalent professional qualification.
- English language proficiency equivalent to EmSat 1400 , IELTS 6.0 ,or TOEFL 550.
- 3 months or more work experience (including internships and part-time employment).
- Applicants who do not meet the standard entry qualifications may be considered for conditional admittance. [http://buid.ac.ae/Entry\\_Requirements\\_for\\_MBA](http://buid.ac.ae/Entry_Requirements_for_MBA)

## WHY STUDY MBA

In today's rapidly changing business environment, more and more employers and employees recognise the MBA as a programme of study that provides competency in all the major functional management areas of an organisation. The BUIID-MBA is designed to incorporate and reflect on international best practices in MBA delivery. It is based on the best methods for business education founded upon critical enquiry and challenge. The BUIID MBA can be taken as a **general programme or with a concentration**, which involves taking two specialist optional modules and a relevant business consultancy report.



## MOHAMMAD MUSTAFA

Cash management & Banks Officer  
Ajman Free zone

During my MBA study at BUID, I gained valuable benefits academically. It has changed my perspective on my work, the way business operates, the different tasks as well as how to plan strategically for future tasks in order to save time and cost.

Furthermore, the research approach that I learned in the university helped me find solutions for business problems which we face on daily basis, as well as using best practices in applications throughout history & case studies. This has enriched my knowledge in many aspects related to my work and life in general .

## CORE MODULES

### Marketing Management

The module develops a managerial overview of the role of the marketing function within an organisation. Students will gain knowledge of the key concepts of marketing that will enable an understanding of the role of marketing in the current highly competitive environment.

### Economics and Business Environment

The module covers principles of macroeconomics and microeconomics, and deals with their applications to private and public sector management contexts. It provides an understanding of global macroeconomics and its importance in the development of effective corporate strategies. The module will present fundamental concepts of macroeconomics and develop analytical tools that can be used to study economic scenarios and performance.

### **Operations Management**

The purpose of this module is to develop a clear understanding of the topics of operations management and their interrelationship, based on theory and illustrated with real-life case studies. The module discusses and compares critical topics in service and production operations management such as process design, inventory control, performance management and supply chain management.

### **Accounting and Finance for Managers**

This module will enable students to gain an advanced knowledge and deep understanding of accounting and financial aspects that are expected to be acquired by a manager working for a modern organisation. The finance component of this module aims at developing a clear understanding of the fundamental and advanced concepts of corporate finance.

### **Strategic Management**

Strategic management is concerned with the direction and scope of an organisation. The module conveys how this involves determining the purpose of the organisation, establishing objectives and formulating strategies to achieve the objectives through projects and programmes in a multi-project environment. The module explores how an organisation positions itself with regard to dynamic internal and external environments.

## **MBA CONCENTRATIONS**

### **• Master of Business Administration - Finance**

This programme is designed to provide students with a solid managerial foundation with more focus on the field of finance. The programme will equip students with the necessary skills to work in a wide range of industries including financial institutions and markets. The MBA with Finance concentration covers various courses in business management and finance. Students will gain knowledge in quantitative methods for finance, financial markets and institutions, accounting and finance for managers.

#### **Modules**

##### **Quantitative Methods for Finance**

This module introduces students to quantitative techniques commonly used in analysing financial market data. It analyses criteria for guiding investment decisions, considers the measurement of asset risk and return and discusses statistical techniques of forecasting.

##### **Financial Markets and Institutions**

The module is tailored to the needs of Finance and Banking students and is designed to develop a solid understanding of how users of financial information interpret accounting reports when making business decisions. The topics covered in this module include earnings quality, ratio analysis, fundamental analysis, earnings management, equity-based executive compensation (stock grants and stock options).

##### **Business Consultancy Project in Finance**

### **• Master of Business Administration - Human Resource Management**

This programme is aimed at students with careers in human resource or general management. The programme will provide a solid understanding of the nature and content of HRM practices, and their application across a range of activities in different organisational and national contexts. The programme also teaches skills to identify and solve problems in the management of human resources and the role of HRM as a strategic change agent for successful organisations in the competitive environment.

#### **Modules**

##### **Organisational Change**

The module provides a solid understanding of how theories of organisational change and management impacts on organisations in the UAE. This will involve initial consideration of key theories relating to organisational change and how these theories can be applied. The final part of the module considers the role of consultants and managers as change agents and the ethics of change management.

##### **Human Resource Management in Action**

This module provides a solid understanding of the nature and content of HRM practices, and their application across a range of activities and different organisational contexts. It will cover a wide spectrum of activities. It will also consider the importance of human resource planning in relation to the application of specific HRM techniques and systems.

##### **Business Consultancy Project in HRM**

### • Master of Business Administration - Marketing

The programme will provide a solid understanding of the role of the marketing function within an organisation in a competitive environment. Students will gain knowledge of the key concepts and processes of marketing management, consumer behaviour, and marketing research. The programme will cover different theories on marketing, including theories of psychology and other behavioural sciences theories, to understand the function of marketing in both consumer and business markets.

#### Modules

##### Consumer Behaviour

In this module students will learn how behaviour influence the way we consume products/services and how and why consumers behave the way that they do. The module covers different theories in marketing, psychology and other behavioural sciences theories that are related to consumer behaviour. The module will help students understand and apply these theories to predict how consumers will respond to different marketing situations.

##### Marketing Research

The module provides a comprehensive understanding of research methods applicable for marketing studies. Consideration will then be given to quantitative research techniques such as surveys and analysing data with SPSS. Qualitative, quantitative and mixed-methods research approaches such as action research, ethnographic research, case studies, and modelling/simulation will also be dealt with.

##### Business Consultancy Project in Marketing

### • Master of Business Administration - Sustainability

This programme will prepare students for a wide range of careers in modern organisations that focus on sustainable practices and solutions as part of their operations. This programme will provide a solid understanding of global business knowledge on the fundamental principles on Corporate Social Responsibility (CSR), and the best practices of sustainable development guiding organisations, societies and the built environment.

#### Modules

##### Governance and Corporate Social Responsibility

This module defines the components in Corporate Social Responsibility (CSR) and the relevant dependencies and areas of overlap. The combined strategic approach in socio-environmental analysis from the economic perspective will define a baseline. The module introduces the fundamental principles guiding sustainable development best practices ant the global level and its operational examples.

##### Sustainable Built Environments

This module emphasizes the need for a symbiotic and functional relationship in which ecology, culture and technology evolve and adapt. The module introduces the fundamental principles guiding sustainable development of the built environment including Avoidance or minimization of negative impacts on the environment; Conservation and efficient use of natural resources; preservation of cultural patterns; and ecological harmony and respect for biodiversity.

##### Business Consultancy Project in Sustainability