Master of Business
A warm welcome to the Faculty of Business!

The Faculty of Business at UOWD is renowned for offering exceptional undergraduate and postgraduate programs. Our holistic, world-class education and cross-disciplinary curricula, are aimed at preparing our students to experience a satisfying and rewarding career.

Proudly offering specialisations in Accounting, Finance, Business Administration, Marketing, Management, Human Resources and International Business, our programs reflect the latest trends and technologies to meet the needs of the regional and global market.

All our degree programs are industry focussed, with several receiving recognitions from internationally renowned, professional organisations such as:

- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- CPA Australia
- Chartered Institute of Marketing (CIM)
- Australian Human Resources Institution (AHRI)

We have strong industry links (locally and internationally) which provide excellent internship opportunities and practical projects to investigate and find innovative business solutions. Our skill based curricula provides a venue for students to conduct research and build their skills in an advanced professional environment.

The unique strength of our Faculty is the fact that our students are being taught by reputable academics from around the world, bringing with them a wealth of extensive teaching, research, business and industry experience.

Furthermore, as we promote innovation, creativity and entrepreneurship, you will have ample opportunity to gain hands-on experience by participating in real-life challenges.

Our alumni are recognised as innovative and collaborative leaders, making their mark in the business world and have attained high levels of professional success in organisations regionally and internationally as well as government institutions.

I take great pride in welcoming you, as our next generation of industry leaders, to engage with us through research and learning.
The University of Wollongong in Dubai (UOWD) is one of the region’s oldest, most prestigious and forward-thinking tertiary institutions. Our curriculum and teaching practices reflect those of UOW Australia, which consistently ranks among the top 2%* of universities worldwide, and are nationally and internationally recognised (*QS World University rankings 2019).

Our continuous efforts in providing an education of world-class standards, are evident in our longstanding ranking in graduate employability and also the reason why our graduates are highly sought-after by employers.

UOWD is truly a dynamic and diverse institution that offers a broad spectrum of programs in Business, Engineering, Information Sciences as well as Social Sciences and Education. Our aim is to develop graduates who are ethical, mobile, technologically literate and ready for multicultural workplaces. Our programs are relevant and industry related with a strong focus on encouraging creative and critical thinking, problem-solving and the development of unique leadership skillsets.

UOWD’s programs are aligned with national priorities yet tailored to meet the demands and needs of the global employment market. With the support of industry experts, it integrates real-world practices with theory ensuring our students are equipped to address complex business problems.

Our faculty consist of highly respected academics from across the globe who brings with them extensive teaching, research and industry experience. UOWD’s faculty are active researchers and focussed on producing outstanding research with outcomes that will benefit the community on a regional and international level.

UOWD is located in the heart of Dubai, UAE’s biggest and fastest growing business capital and studying at our University, will provide you with opportunities to broaden your international perspective and equip you with the skills to become global change-makers.

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**About University of Wollongong in Dubai**

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If you’re an aspiring leader either working, or looking to work in a local or multinational organisation, UOWD’s Master of Business (MBus) program is a perfect choice for you. The program offers a choice of six specialisations in professional business areas, enabling you to expand and demonstrate technical knowledge and skills in your chosen major, as well as develop outstanding general business acumen gained through the foundation subjects and research skills acquired through the capstone research project.

Industry Focussed

As a Master of Business student, the compulsory industry-based research project will prepare you for your current or future management role and will be a highlight of your time at UOWD. Our strong links with and support from a broad range of industry partners in the UAE and across our global network will allow you to investigate a real business problem as part of your program of study. The program will provide you with a real-world experience and the opportunity to develop and apply the skills you have learnt throughout your postgraduate degree.

Program Specialisations

You can choose to specialise in:

- Innovation and Entrepreneurship
- Marketing
- Financial Management
- Human Resource Management
- International Business
- Management

Double Specialisations

If you decide you would like to complete two MBus specialisations when you enrol at UOWD, there are arrangements in place which means you can do this in a minimal time. Connect with us to find out more.

Accreditation and Recognition

Our students and graduates can be assured that our degrees are recognised throughout the UAE and internationally. We are:

- Accredited by the UAE Ministry of Education – Higher Education Affairs through the Commission of Academic Accreditation (CAA).
- Quality assured by UOW Australia which is registered with TEQSA, the national regulator of higher education in Australia. Students can opt for a UOW Dubai or UOW Australia degree certificate upon graduation.
What is the Course Structure of an MBUS Program?

The Master of Business program path is as follows:

- **Foundation Subjects**: Provides you with a strong understanding of core business areas.
- **Specialisation Core Subjects**: Gives you an opportunity to develop and demonstrate outstanding business acumen in your chosen area of specialisation.
- **Electives**: Enables you to apply the learning and analytical skills you have gained throughout the program to a real-world context.

How Many Subjects Will I Need to Do?

The requirement to graduate from the Master of Business program with a single specialisation is twelve (12) subjects. However, if you have completed a Bachelor degree or a UOWD Graduate Certificate in a relevant business area, you may be able to complete the MBus program with a total of ten (10) subjects in line with UOWD's policy on Credit for Prior Learning. Your eligibility for Credit for Prior Learning will be decided in consultation with the UOWD's Faculty of Business office prior to the beginning of the program.

Foundation Subjects

The foundation subjects are applicable to all Master of Business programs and will provide you with an understanding of the core business areas. They are:

- Accounting and Financial Management
- The Economics of Global Business Challenges
- Organisational Behaviour and Management
- Principles of Marketing Management

Duration of the Program

To complete a single specialisation, it will normally take you five or six semesters (based on three semesters per year with summer as an optional semester and two subjects per semester). At this rate, the degree can be completed within two years or less. Classes are held from 6:00pm - 9:30pm, Sunday to Thursday, with occasional Saturday classes. Each subject requires one evening of attendance for 13 weeks.

Admissions Requirements

Applicants must have completed a Bachelor degree (or equivalent) at an accredited institution of higher education and have achieved the minimum grades for entry to the program. All instruction at UOWD is carried out in English and you will need to demonstrate an adequate level of English language proficiency in order to enrol. Please check uowdubai.ac.ae/postgraduate-programs/admission-requirements for complete admission requirements.

Program Fees

The total cost of an MBus program is calculated on a per subject basis. Please check uowdubai.ac.ae/postgraduate-programs/fees-and-payment-information for a breakdown of fees and further details.
Master of Business Innovation and Entrepreneurship

The Master of Business (Innovation and Entrepreneurship) program provides a combination of innovation and entrepreneurial knowledge and is designed for managers or those aspiring to pursue a career in innovation-related roles especially in government, business and non-profit organisations, regionally and internationally. Throughout the duration of the program you will:

- Develop your knowledge in strategy, marketing, finance and product development.
- Explore skills for effective team leadership.
- Learn how to embed innovation within the strategic direction of the organisation.
- Learn more about potential investors and their mindset at various stages in the firm's life cycle.

Furthermore, the program will provide you with detailed knowledge of the complexities of initiating, developing, managing and exploiting innovation and entrepreneurship opportunities within the commercial constraints of contemporary business.

Program Structure

Your program includes the four (4) Foundation Subjects* and the following:

<table>
<thead>
<tr>
<th>Level</th>
<th>Subject Name</th>
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</thead>
<tbody>
<tr>
<td>Core Subjects</td>
<td>Contemporary Leadership Skills for Entrepreneurs</td>
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<tr>
<td></td>
<td>Insights into Innovation and Entrepreneurship</td>
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<tr>
<td></td>
<td>Business Innovation Plan</td>
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<td></td>
<td>Creating and Marketing New Products</td>
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<tr>
<td></td>
<td>Financial Skills for Entrepreneurs</td>
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<tr>
<td>Electives**</td>
<td>Strategic Management</td>
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<td></td>
<td>Management of Change</td>
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<tr>
<td></td>
<td>Contemporary Issues in International Business</td>
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<td></td>
<td>Digital Marketing</td>
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<td></td>
<td>Supply Chain Management</td>
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<td>Quality in Management</td>
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<td></td>
<td>Entrepreneurial Finance</td>
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<tr>
<td>Capstone Project</td>
<td>Business Research Project</td>
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</tbody>
</table>

*If you are eligible for credit for prior learning from all four Foundation Subjects, you will be required to complete two further elective subjects from within your specialisation.

**Students are required to choose two electives from the approved list.

It gives me great pleasure to be the first graduate in the UAE with a Master's degree in the Innovation and Entrepreneurship specialisation from UOWD. The program offers hands-on practical knowledge to implement in terms of being an entrepreneur. Innovation or both and also enables entrepreneurs to learn about leadership and fundamentals of establishing and running a business through insights from many success stories.

Faris Ali
Economist

Master of Business Marketing

The Master of Business (Marketing) program is for those aspiring to middle management or who are already working in marketing, a field increasingly important for all types of organisations which need to deliver value through the products and services they create and provide. Throughout the duration of the program you will:

- Develop your knowledge in strategy, marketing, finance and product development.
- Learn how to formulate strategic plans, evaluate marketing theories and frameworks.
- Learn how to design projects using market research tools.
- Acquire high-level skills to generate and position products and services for market.

Professional Accreditation

The program is accredited by the Chartered Institute of Marketing (CIM) which helps our graduates gain CIM membership and advanced standing in their professional diploma.

Program Structure

Your program includes the four (4) Foundation Subjects* and the following:

<table>
<thead>
<tr>
<th>Level</th>
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<tbody>
<tr>
<td>Core Subjects</td>
<td>Marketing Communications</td>
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<td></td>
<td>Research for Marketing Decisions</td>
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<td></td>
<td>Consumer Behaviour</td>
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<td></td>
<td>Marketing Strategy</td>
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<td>Social Marketing</td>
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<tr>
<td>Electives**</td>
<td>Retail Marketing Management</td>
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<td></td>
<td>International Marketing Strategy</td>
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<td></td>
<td>Managing Services and Relationship Marketing</td>
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<td>Strategic Brand Management</td>
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<td></td>
<td>Digital Marketing</td>
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<td></td>
<td>Supply Chain Management</td>
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<td>Creating and Marketing New Products</td>
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The program broadened my knowledge within the marketing scope and opened a door of vast developments and progression. I have gained professionally oriented marketing skills that helped me in my career. I am now able to formulate strategic plans, design a successful marketing plan, utilize market research tools and contribute to the overall success of my workplace. I strongly recommend this program to other prospective students as this gave me the confidence to progress in my career.

Marwa Al Saffar
Manager - Advertising | Concession Revenue, Dubai Airports
Member of Business

Human Resource Management

The Member of Business (Human Resource Management) program is for aspiring leaders within the Human Resources field who want to develop their career on a national or international level. Throughout the duration of the program, you will:

• Gain an in-depth understanding of the key concepts involved with technical, human resources, and management.
• Acquire the skills to creatively analyse and solve organisational problems.
• Learn how to develop a strategic alignment between human capital and organisational goals.

Professional Accreditation

The program is accredited by the Australian Human Resources Institute (AHRI).

Program Structure

Your program includes the four (4) Foundation Subjects* and the following:

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<tr>
<th>Level</th>
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<tbody>
<tr>
<td>Core Subjects</td>
<td>- Human Resource Development</td>
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<td></td>
<td>- Strategic Human Resource Management</td>
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<td>- Performance Management</td>
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<td></td>
<td>- Job Analysis, Recruitment and Selection</td>
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<td>- Management of Workplace Health and Safety</td>
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<tr>
<td>Electives**</td>
<td>- Strategic Management</td>
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<td></td>
<td>- Cross-Cultural Management</td>
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<td>- Management of Change</td>
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<td></td>
<td>- Organisational Analysis</td>
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<tr>
<td></td>
<td>- Organisational Behaviour</td>
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<td></td>
<td>- Contemporary Issues in International Business</td>
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<td></td>
<td>- Project Management</td>
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<tr>
<td>Capstone Project</td>
<td>- Business Research Project</td>
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</tbody>
</table>

*Students are required to complete two electives from the list.

If you are looking for an understanding of advanced knowledge and practices in human resources, then this program is the perfect choice. This program helped me to improve my research writing and presentation skills and how to work in teams. It also equipped me with the latest practices in the field, locally and internationally and the group interactions provided us with insight on local procedures and practices. The program's holistic approach was really helpful to progress in my career.

Hiba Hummada
HR Specialist MENA, Galderma- Nestle Skin Health Company

Member of Business

Financial Management

The Member of Business (Financial Management) program is for middle or senior managers who wish to develop their technical knowledge and skills in financial management. Throughout the duration of the program, you will:

• Learn to demonstrate detailed knowledge of Financial Management principles and application.
• Learn the key techniques used in practice.
• With the UAE as base, learn about the importance of global financial markets.
• Acquire the skills to interpret financial statements, evaluate economic phenomena and develop financial strategies.
• Learn how to make sound decisions on financial investments using tools and frameworks.

Program Structure

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<tr>
<td>Core Subjects</td>
<td>- Investment Management</td>
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<tr>
<td></td>
<td>- Financial Institutions</td>
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<tr>
<td></td>
<td>- Financial Strategy</td>
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<td></td>
<td>- Quantitative Economic Analysis</td>
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<td></td>
<td>- Financial Statement Analysis for Business</td>
</tr>
<tr>
<td>Electives**</td>
<td>- Economics for Modern Business</td>
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<td></td>
<td>- Portfolio Management</td>
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<td></td>
<td>- Banking Theory and Practice</td>
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<td>- Entrepreneurial Finance</td>
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<td></td>
<td>- Multinational Financial Management</td>
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<td></td>
<td>- International Banking</td>
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<tr>
<td></td>
<td>- Banking, Lending and Securities</td>
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<td></td>
<td>- Enterprise and Risk Management</td>
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<tr>
<td></td>
<td>- Banking and Financial Institutions</td>
</tr>
<tr>
<td></td>
<td>- Contemporary Issues in International Business</td>
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<tr>
<td>Capstone Project</td>
<td>- Business Research Project</td>
</tr>
</tbody>
</table>

The program helped me to easily understand the way a finance manager should think and implement the standards to analyse financial statements and balance sheets. Investment principles are very useful for any person planning to have his own organisation and to efficiently use his funds. Moreover, as a current employee of an international company, I've learned how to use the Cross-Cultural and Organisational Behaviour Management to better deal and interact with colleagues from different cultures and backgrounds.

Laila Aziki
Assistant Manager - Business development, MBC Management Consultancies - Mayur Batra Group
Master of Business
International Business

The Master of Business (International Business) is designed for new graduates and experienced managers who want to develop a knowledge and understanding of management issues in an international context. Throughout the duration of the program you will:

- Acquire the skills and knowledge to address management issues in a variety of cultural and global contexts.
- Learn how business is conducted in an international environment to enhance business effectiveness.
- Learn how to synthesise complex information in order to develop and justify innovative business solutions.

Program Structure

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<thead>
<tr>
<th>Level</th>
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</table>
| Core Subjects | · International Business Environment  
 |             | · International Business Strategies  
 |             | · Cross-Cultural Management  
 |             | · International Marketing Strategy  
 |             | · Multinational Financial Management           |
| Electives   | Any two elective subjects can be chosen from any of the MBus specialisations. Recommended electives are:  
 |             | · Contemporary Issues in International Business  
 |             | · Supply Chain Management.                   |
| Capstone Project | · Business Research Project                     |

*If you are eligible for credit for prior learning from all four Foundation Subjects, you will be required to complete two further elective subjects from within your specialisation.

The program offers a great variety of subjects to choose from as well as the opportunity to specialise in the area you like most (for me it was marketing). The MIB program not only teaches you about the current patterns and applications of today’s business world but it also gives you a practical view of how to do business and how to be a good leader. I particularly enjoyed the change management class. This class tests your ability to deal with change in the workplace and gives real situations and challenges to be faced in the business world but also teaches you how to train your mind and self in general to surpass these challenges and use the change to the benefit of your company or institution.

Sarra Lajnef  
Country Manager, FitterFly

Career Opportunities

Include roles such as:
- Entrepreneur
- Product Manager
- Economist
- Business Consultant
- Foreign Exchange Trader
- Foreign Service Officer
- Trade Specialist
- Import/Export Coordinator
- Marketing Manager
- Advertising Executive

Master of Business
Management

The Master of Business (Management) program is designed for managers and aspiring managers who want to develop their professional, personal and technical skills in key management areas. Throughout the duration of the program you will:

- Acquire the skills to propose integrated solutions to complex management issues by drawing on relevant management principles.
- Learn how to work effectively in teams to assess management situations.
- Learn how to develop and execute management reports.

Program Structure

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<table>
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</table>
| Core Subjects | · Strategic Management  
 |         | · Organisational Analysis  
 |         | · Management of Change  
 |         | · Cross-Cultural Management  
 |         | · Project Management           |
| Electives | Any two elective subjects can be chosen from any of the MBus specialisations. Recommended electives are:  
 |         | · Contemporary Issues in International Business  
 |         | · Supply Chain Management.       |
| Capstone Project | · Business Research Project                     |

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"This program enhanced my knowledge and skills in leadership, communication, strategic thinking which are vital in order to build a successful career. Being surrounded by students from different sectors, nationalities and personalities were a great learning opportunity as their individual experiences and challenges related to the subjects, played a role in increasing the value of our knowledge. I also gained a better understanding of how to handle daily work challenges by using more effective approaches.

Alia Al Nuaimi  
Senior Systems Analyst, Emirates Global Aluminium"
Step-by-Step Application Process

1. Submit your completed application form online or in person
   - Ensure your application includes the following documents in English:
     - Official academic transcripts of your Bachelor degree
     - Bachelor degree certificate of completion
     - Proof of your English language proficiency
     - A copy of your UAE ID card (if applying from within the UAE)
     - A copy of your passport (and Residence Visa, if resident of the UAE)
     - Proof of two-year work experience (e.g., letter from employer etc. (MBA candidates only))
   - Additionally, if you are seeking credit for prior learning in your chosen program please submit to the University the below:
     - Certified copies of official academic transcripts showing all courses studied and grades obtained, syllabus details of the courses you successfully completed (including information on course content) and an explanation of the grading system.

2. UOWD will notify you of the outcome of your application within two (2) working days

3. Clear your conditions as stipulated in your offer letter (if any)

4. Return your acceptance agreement and pay your tuition fee
   - Return the formal acceptance of the offer (Refer to Attachment ‘A’ or ‘B’ of your offer letter)

5. Attend enrolment & orientation day

6. Commence your studies!

Scholarships and Grants

UOWD provides a range of scholarships which offer financial support to new and existing students at the commencement of each semester (unless otherwise stated). Whilst it does not cover living and other study-related expenses, it reduces the financial pressure ensuring you enjoy a less stressful student experience.

Tuition Grants

UOWD offers a number of grants that provide discounted rates on program fees ranging from 5% to 20% of annual tuition costs*. Available tuition grants are:

- **Family Tuition Grants**
  - Immediate family members enrolling simultaneously at UOWD are eligible for tuition fee grants*.

- **Alumni Tuition Grants**
  - New or returning students may qualify for one of the following Alumni Tuition Grants. The Alumni Grant will be awarded to students who have graduated from a UOWD undergraduate or postgraduate degree program and wish to enrol in a subsequent degree program at UOWD**.

The Family of Alumni Tuition Grant is available on annual tuition fees for students who have at least one family member who has graduated from a degree program (undergraduate or postgraduate) from UOWD only. The Family of Alumni grant is available at the start of every semester and students must apply for the grant when they submit their Application for Admission form.

* T&C’s apply

** Not applicable to UOW Australia graduates
Learn More

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Fax: +971 4 278 1801
Email: info@uowdubai.ac.ae
www.uowdubai.ac.ae

*Information is correct at the time of printing (Apr 2019) but may be subject to change without notice