



UNIVERSITY
OF WOLLONGONG
IN DUBAI

MASTER'S DEGREES

BUSINESS

2021/22



Your Australian University in Dubai

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“
We are considered
a benchmark
for educational
establishments in the
region: dynamic, agile,
innovative and praised for
the quality of our teaching
and research ”

Prof Mohamed-Vall M. Salem Zein
President
University of Wollongong in Dubai

Dean's Message



Professor Payyazhi Jayashree
Dean
Faculty of Business

Welcome to the Faculty of Business.

The Faculty of Business at UOWD is renowned for offering exceptional bachelors and masters programs. Our holistic world class education and multidisciplinary curricula are aimed at preparing our students to experience a satisfying and rewarding career through a key focus on preparing skill sets and mindsets that are crucial to address some of the global challenges that businesses face today.

A strategic shift that is increasingly being seen across global businesses, is the movement away from a single minded focus only on increasing shareholder value to one where business leaders are taking decisions that will address the needs of a broader set of stakeholders, with a focus on serving society. Sustainable business impact is being created through responsible leadership and a continued and committed focus on sustainable development goals.

Our programs are tailored to meet the demands and needs of these global businesses and are aligned with UAE national priorities. Our programs across a range of disciplines including Marketing, Finance, Supply Chain, Luxury Management, Business Analytics, HR, Accounting and International Business are designed and delivered to help develop the key competencies that are valued by contemporary business environments.

Our teaching and learning is focussed on building citizens of the world driven by our core values of integrity, passion, courage, excellence, collaboration and innovation. We truly believe that deep learning occurs through immersive learning experiences delivered in a contextually relevant fashion. What this means is that your learning experience at UOWD will involve strong linkages with industry and with global networks, with many opportunities for establishing wider collaborations that help you to learn and grow as a professional.

All our degrees meet the highest international academic and professional standards with several receiving recognitions from internationally renowned professional organizations such as the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), CPA Australia, Chartered Institute of Marketing (CIM), Australian Human Resource institution (AHRI), Chartered Institute of Personnel and Development (CIPD) and more. All our business programs offered in alignment with UOW are AACSB accredited, which is further evidence of the strong standards that we maintain in our teaching, learning and research environment.

I take great pride in welcoming you as our next generation of responsible leaders who will make significant contributions to impact businesses in sustainable ways.

Many congratulations and all the best for a constructive and engaging time at the Faculty of Business.



UNIVERSITY
OF WOLLONGONG
IN DUBAI

About University of Wollongong in Dubai

Established in 1993, University of Wollongong in Dubai (UOWD) is the first international and Australian university in the UAE, and is now part of a global brand that has campuses in Australia, Hong Kong and Malaysia.

With a 27-year track record, the University offers internationally-recognised degrees that are accredited by the Commission for Academic Accreditation (CAA) of the UAE Ministry of Education, licensed by the Knowledge and Human Development Authority (KHDA) and quality assured by the Tertiary Education Quality Standards Agency (TEQSA), Australia's independent national quality assurance and regulatory agency for higher education.

UOWD's curriculum and teaching practices reflect those of UOW Australia, which ranks among the top 1%* of universities worldwide. The institution offers over 40 programs including bachelor and master degrees spanning over 10 industry sectors, such as engineering, business, ICT, healthcare, communications and media. These degrees are formally recognised by leading professional organisations such as AACSB, CIPD, ACCA, CPA, AHRI, CIM, CIMA, CIPS, EFQM and ACS.

UOWD has a strong cohort of highly qualified academic staff, each holding PhD degrees and recognised as leaders in their

fields of expertise, with strong global and industry ties. The faculty members are active researchers, involved in research activities across 100 different fields.

UOWD boasts many alumni who have made a mark across the world through notable contributions in various industries and professional sectors at leading multinational organisations such as Microsoft, GE, IBM, Deloitte, Fedex, 3M, Adidas, Amazon, Emirates, Etisalat, ADCB and Pepsico.

UOWD offers international students the opportunity to transfer between the university's campuses for a holistic global higher education experience.

As part of its continued pursuit of excellence in teaching, research, industry engagement and student experience, UOWD inaugurated its new purpose-built 200,000-square-foot campus at Dubai Knowledge Park in 2020. Featuring cutting-edge technologies, modern architecture, and a mix of traditional and innovative learning spaces, the campus provides an enriched experience to meet the demands of today's student population, while supporting the teaching staff and community research projects.

UOWD is the highest ranked Australian university in the UAE, and currently has over 3,500 students from 108 nationalities and a global community of 152,000 alumni.

*QS World University Rankings 2022

Ranks among the top 1% of universities worldwide*

*QS World University Rankings 2021



More than

3,400

Students

Students from

108

Different Nationalities



12,479

Total Degrees Awarded



Key Skills

★★★★★

Strategy Development

★★★★★

Project Management

★★★★★

Technical Management

★★★★★

Creative Skills

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

**Master of
Innovation and
Entrepreneurship**

Master of

Innovation and Entrepreneurship

The Master of Innovation and Entrepreneurship provides a combination of innovation and entrepreneurial knowledge and is designed for entrepreneurs who will start, grow or drive new ventures in a startup, in addition to 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 degree 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.

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none"> • Accounting and Financial Management • Operations Management • Organisational Behaviour and Management • Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none"> • Contemporary Leadership Skills for Entrepreneurs • Insights into Innovation and Entrepreneurship • Business Innovation Plan • Developing and Marketing New Products and Services • Financial Skills for Entrepreneurs
Electives (any two from the list)	<ul style="list-style-type: none"> • Strategic Management • Management of Change • Contemporary Issues in International Business • Digital Marketing • Supply Chain Management • Quality in Management • Entrepreneurial Finance • Retail Marketing Management
Capstone Project	<ul style="list-style-type: none"> • Business Research Capstone

** 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 program.*

Program Director

Dr Osama Al-Hares, Associate Professor PhD,
Manchester Business School, UK

Career Paths

Include roles such as:

- ✓ Entrepreneur
- ✓ Product Development
- ✓ Innovation Manager
- ✓ Business Development Manager
- ✓ Marketing and Sales Manager

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.



Key Skills

★★★★★

Market Research

★★★★★

Project Management

★★★★★

Competitive Positioning

★★★★★

Creative Skills

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

★★★★★

Strategic Judgements

Master of Marketing

Master of Marketing

The Master of Marketing 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. The program is also accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none">• Accounting and Financial Management• Operations Management• Organisational Behaviour and Management• Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none">• Marketing Communications• Research for Marketing Decisions• Consumer Behaviour• Marketing Strategy• Social Marketing
Electives (any two from the list)	<ul style="list-style-type: none">• Retail Marketing Management• International Marketing Strategy• Managing Services and Relationship Marketing• Strategic Brand Management• Digital Marketing• Supply Chain Management• Contemporary Issues in International Business• Creating and Marketing New Products
Capstone Project	<ul style="list-style-type: none">• Marketing Research Capstone

**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 program.*

Program Director

Dr Flevy Lasrado, Assistant Professor, PhD,
University of Salford, UK

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.

Career Paths

Include roles such as:

- ✓ Entrepreneur
- ✓ Marketing Director
- ✓ Project Manager
- ✓ Consultant
- ✓ Public Relations Manager

Key Skills

★★★★★

Skills Development

★★★★★

Project Management

★★★★★

Talent Management

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

★★★★★

Strategic Judgements

**Master of
Human Resource
Management**



Master of Human Resource Management

The Master of Human Resource Management is for aspiring leaders within the Human Resources field who want to develop their career on regional or international level. Throughout the duration of the program you will:

- Gain an in-depth understanding of the key concepts involved with strategic human resource 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) and the Chartered Institute of Personnel and Development (CIPD), UK. The program is also accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none">• Accounting and Financial Management• Operations Management• Organisational Behaviour and Management• Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none">• Human Resource Development• Managing Employment Relations in Organisations• Performance Management• Job Analysis, Recruitment and Selection• Management of Workplace Health and Safety
Electives (any two from the list)	<ul style="list-style-type: none">• Strategic Management• Cross-Cultural Management• Management of Change• Organisational Analysis• Organisational Behaviour• Contemporary Issues in International Business
Capstone Project	<ul style="list-style-type: none">• Business Research Capstone

**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 program.*

Program Director

Dr Flevy Lasrado, Assistant Professor, PhD,
University of Salford, UK

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.

Career Paths

Include roles such as:

- ✓ HR Consultant
- ✓ Management Consultant
- ✓ Career Advisor
- ✓ Recruitment Specialist
- ✓ Talent Management Specialist

Key Skills

★★★★★

Financial Reporting

★★★★★

Project Management

★★★★★

Technical Management

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

★★★★★

Strategic Judgements

**Master of
Financial
Management**

Master of Financial Management

The Master of Financial Management is for middle or senior managers who wish to develop their technical knowledge and skills in financial management. Throughout the duration of the degree 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.

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none"> • Accounting and Financial Management • The Economics of Global Business Challenges • Organisational Behaviour and Management • Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none"> • Portfolio Management • Managerial Finance • Advanced Managerial Finance • Quantitative Economic Analysis • Financial Statement Analysis for Business
Electives (any two from the list)	<ul style="list-style-type: none"> • Economics for Modern Business • Banking Theory and Practice • Entrepreneurial Finance • International Banking • Banking, Lending and Securities • Enterprise Risk Management • Banking and Financial Institutions Law • Contemporary Issues in International Business
Capstone Project	<ul style="list-style-type: none"> • Financial Management Research Capstone

**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 program.*

Program Director

Dr Kashif Saleem, Associate Professor PhD,
Lappeenranta University of Technology, Finland

Career Paths

Include roles such as:

- ✓ Chief Financial Officer
- ✓ Financial Planner
- ✓ Portfolio Manager
- ✓ Credit Manager
- ✓ Investment Banker

Key Skills

★★★★★

Business Effectiveness

★★★★★

Project Management

★★★★★

Creative Skills

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

★★★★★

Strategic Judgements

Master of International Business

Master of International Business

The Master of 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 degree 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.

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none">• Accounting and Financial Management• Operations Management• Organisational Behaviour and Management• Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none">• Insights into Innovation and Entrepreneurship• Global Business Strategies• Cross-Cultural Management• International Marketing Strategy• Managerial Finance
Electives	<ul style="list-style-type: none">• Any two elective subjects can be chosen from the list approved by the faculty. Students may choose to complete Contemporary Issues in International Business or Supply Chain Management as elective subjects.
Capstone Project	<ul style="list-style-type: none">• Business Research Capstone

* 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 program.

Program Director

Dr Flevy Lasrado, Assistant Professor, PhD,
University of Salford, UK

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.

Career Paths

Include roles such as:

- ✓ Entrepreneur
- ✓ Business Analyst
- ✓ Project Manager
- ✓ Consultant
- ✓ General Manager



Key Skills

★★★★★

Skills Development

★★★★★

Project Management

★★★★★

Global Projects

★★★★★

Analytical Skills

★★★★★

Manage Teams

★★★★★

Decision Making

★★★★★

Strategic Judgements

Master of Management

Master of Management

The Master of Management 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.

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Career Paths

Include roles such as:

- ✓ Entrepreneur
- ✓ Management Consultant
- ✓ Business Analyst
- ✓ Operational Manager
- ✓ Project Manager

Your program structure will be as follows:

Level	Subject Name
Common Business Foundation*	<ul style="list-style-type: none">• Accounting and Financial Management• Operations Management• Organisational Behaviour and Management• Principles of Marketing Management
Core Subjects	<ul style="list-style-type: none">• Strategic Management• Organisational Analysis• Management of Change• Leading in Contemporary Organizations• Project Management
Electives	<ul style="list-style-type: none">• Any two elective subjects can be chosen from the list approved by the faculty.
Capstone Project	<ul style="list-style-type: none">• Business Research Capstone

**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 program.*

Program Director

Dr Flevy Lasrado, Assistant Professor, PhD,
University of Salford, UK

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.



Key Skills

★★★★★

Skills Development

★★★★★

Asset Management

★★★★★

Evaluate Solutions

★★★★★

Cost-Effective Organisation

★★★★★

Productive Organisation

★★★★★

Project Management

★★★★★

Decision Making

★★★★★

Strategic Judgements

Master of Applied
Finance

Master of
Applied Finance
(Multiple specialisations)

Our Master of Applied Finance (MAF) is a unique degree in the UAE and the Middle East. It provides advanced financial skills to students who wish to enter the competitive domestic and international finance industry. Unlike traditional programs that focus on textbook experience, our program provides students with practical industry experience—the applied component will differentiate you from other finance professionals. It is a pathway for students who envisage a career change into the vibrant finance world. MAF trains students to become experts in investments and corporate treasury.

Industry Focussed

The applied finance component of this program ensures that students gain sufficient industry experience before joining the practice. The inquiry based learning process (research component) enables students to have deeper understanding of (1) contemporary financial market issues and (2) domestic and international financial frontiers. Another highlight of this program is the usage of state-of-the-art market technology to equip students with the appropriate skills to transit in the finance industry. Another point of difference is the possibility of internships with our industry partners where “hands-on experience” is acquired. For currently employed students or self-employed students, we provide opportunities to solve financial problems within their own organisations in a flexible way.



Specialisations

You can choose to specialise in:

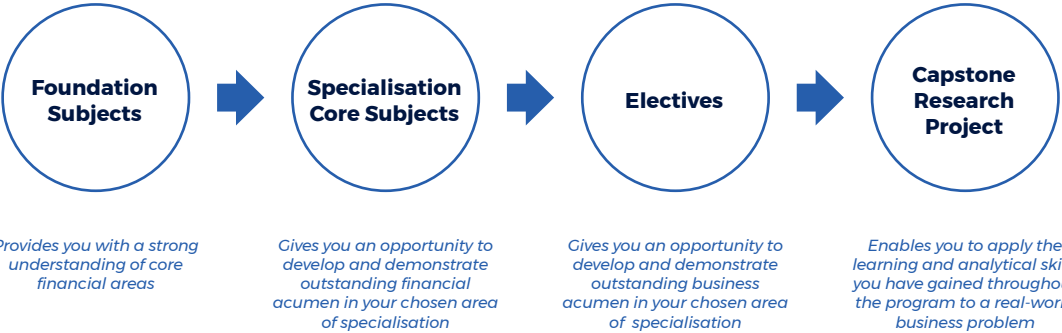
- Corporate Treasury
- Investing

Program Director

Dr Kashif Saleem, Associate Professor, PhD,
Lappeenranta University of Technology, Finland

What is the Course Structure of the MAF Program?

The degree path is as follows:



Foundation Subjects

The foundation subjects are applicable to all Master of Applied Finance programs. They are:

- Financial Statement Analysis for Business
- Financial Institutions
- Quantitative Economic Analysis
- Advanced Managerial Finance

Duration of the Program

The maximum requirement to graduate from a single specialisation MAF program is twelve (12) subjects. This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday, with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.

Master of Applied Finance Investing

The Master of Applied Finance (Investing) degree is an advanced program that focuses on investment and portfolio management. Throughout the duration of the program you will:

- Learn more about the theory and practice of financial management.
- Gain an in-depth understanding of the global financial system.
- Be introduced to portfolio theory and practice with emphasis on optimal investment decision-making by using realistic stock market simulations.
- Gain the expertise to find innovative solutions to investment issues.

Career Paths

Include roles such as:

- ✓ Private Equity Bankers
- ✓ Chief Financial Officer
- ✓ Venture Capitalist
- ✓ Mergers & Acquisition Specialist
- ✓ Investment Banker

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Level	Subject Name
Specialisation Subjects	<ul style="list-style-type: none">• Derivatives• Portfolio Simulation• Portfolio Management• Enterprise Risk Management• Corporate Governance
Electives (any two from the list)	<ul style="list-style-type: none">• Financial Strategy• Multinational Financial Management• Banking, Lending and Securities• Economics for Modern Business• Marketing Management• Islamic Banking and Finance
Capstone Project	<ul style="list-style-type: none">• Research in Financial Markets and Institutions

Master of Applied Finance Corporate Treasury

The Master of Applied Finance (Corporate Treasury) degree is for students who want to develop a thorough knowledge of the management of the corporate world. Throughout the duration of the program you will:

- Be encouraged to integrate technical, theoretical and industry knowledge.
- Develop the skills you need to operate as the interface between a firm, financial markets and institutions.
- Learn how to develop ethical business practices, identify the sources and costs of finance, discuss the complex issues surrounding financial structures.

Furthermore, the program will help you develop organisational growth strategies and understand how to successfully maximise a firm’s value.

Career Paths

Include roles such as:

- ✓ Treasury Accountant
- ✓ Chief Financial Officer
- ✓ Financial Banker
- ✓ Credit Risk and Finance Analyst
- ✓ Treasury Analyst

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

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

Level	Subject Name
Specialisation Subjects	<ul style="list-style-type: none">• Financial Strategy• Multinational Financial Management• Banking Theory and Practice• Enterprise Risk Management• Corporate Governance
Electives (any two from the list)	<ul style="list-style-type: none">• Banking, Lending and Securities• Entrepreneurial Finance• Portfolio Simulation• Economics for Modern Business• Islamic Banking and Finance
Capstone Project	<ul style="list-style-type: none">• Research in Financial Markets and Institutions



Key Skills

★★★★★

Global Integration

★★★★★

Global Projects

★★★★★

Project Management

★★★★★

Strategic Analysis

★★★★★

Effective Leadership

★★★★★

Strategic Decision Making

★★★★★

Talent Management

★★★★★

Business Transformation

★★★★★

Innovation &
Entrepreneurship

**Master of Business
Administration**

Master of

**Business
Administration**

The Master of Business Administration (MBA) is designed for experienced professionals with ambition and drive who wish to develop responsible and sustainable leadership skills. You will gain a holistic strategic business point-of-view required to operate effectively in an increasingly competitive and changing global business world. Students may also have the opportunity to participate in a study abroad tour to complete their elective subject.

Industry Focussed

Our MBA degree has been re-developed alongside key industry partners to ensure that our graduates are equipped with developed knowledge and leaderships skills. The core subjects are designed to engage students with industry leaders and networking opportunities. Additionally, our subjects can give you the opportunity to engage in study trips abroad, real-time masterclasses, and conference activities with senior executives and knowledge experts.

6

Trimesters

Condensed
Delivery Method

10

Core Subjects

2

Elective Subjects

The course has been designed to cover three stages:

- Diagnostics, where you will learn to diagnose issues in real organisations with a focus on marketing, employee engagement, talent management and accounting.
- Exploration, where you explore the latest thinking and practices in organisations and research worldwide, while developing skills in innovation and business transformation.
- Integration and Application, where you develop your strategic decision-making skills, undertake a real-world business project and hone your personal effectiveness as a responsible leader.

Your learning approach will include current real-time case studies as well as guest lectures delivered by industry professionals, with an emphasis on industry engagement, global issues and networking.

Program Director

Dr Osama Al-Hares, Associate Professor PhD,
Manchester Business School, UK

About the Program

Our MBA consists of 12 subjects in total; including 10 core subjects and two elective subjects (which can be chosen from any discipline area at 900-level).

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

The program is delivered in a condensed mode, with subjects being delivered over 3 weekends each trimester.

Level	Subject Name
Core Subjects	Diagnostics <ul style="list-style-type: none">Accounting for Managerial Decision-MakingStrategic Marketing ManagementResponsible Talent Management Strategies
	Exploration <ul style="list-style-type: none">Design Thinking and Business TransformationInnovation, Entrepreneurship and CommercialisationFinancial Strategy and Governance
	Integration and Application <ul style="list-style-type: none">Contemporary Global Perspectives on StrategyResponsible Leadership EffectivenessGlobal Business Issues and PracticesStrategic Business Project (Capstone Project)
	Electives <ul style="list-style-type: none">Two elective subjects chosen from any discipline area (at 900-level)

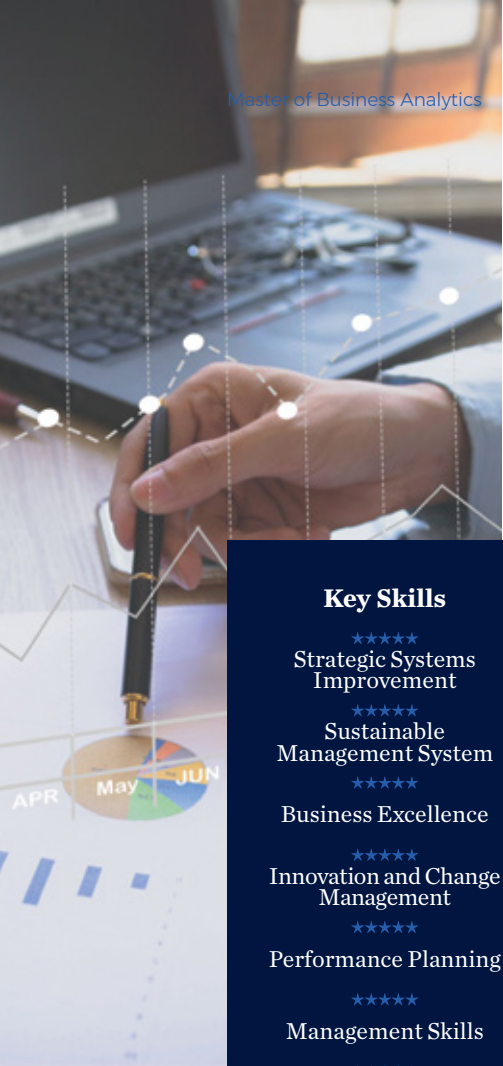
Program Duration: Condensed Delivery

Our program is delivered in a Condensed Mode, which offers flexibility and personalization. Classes are held at weekends, attending three weekends per trimester for each subject. It will normally take you six trimesters to complete, based on three trimesters per year (summer is optional) and two subjects per trimester.

Career Paths

Include roles such as:

- ✓ Entrepreneur
- ✓ Consultants
- ✓ General Managers
- ✓ Management Consultant
- ✓ Business Development Manager



Key Skills

- ***** Strategic Systems Improvement
- ***** Sustainable Management System
- ***** Business Excellence
- ***** Innovation and Change Management
- ***** Performance Planning
- ***** Management Skills
- ***** Analytical Skills

Master of Business Analytics

Career Paths

Include roles such as:

- ✓ Quantitative Analyst
- ✓ Business Analyst
- ✓ Hedge Fund Manager
- ✓ Market Research Analyst

Master of Business Analytics*

As more businesses rely on data acquisition to help maintain a competitive advantage, the need for qualified Business Analytics specialists has never been higher. Business Analysts enable organisations to understand gathered data using various statistical methods and techniques, for measuring business performance and providing insights to make improved business decisions. Using predictive data analytics would allow understanding and predicting business and industry trends, ensuring a company to make informed choices that help them grow.

This program has been designed in consultation with SAS, a global leader in analytics, operating in 147 countries across the world for over 40 years. Graduates of the Master of Business Analytics* will also be awarded the Statistical Analysis System (SAS) specialised certification. UOWD’s collaboration with SAS would provide students with a unique opportunity to access a wide range of resources and tools that are widely used in the industry. The specialised certification is further expected to enhance the employment opportunities for graduates of the program.

This degree will help students develop their technical, analytical, critical thinking and decision-making skills, and apply these to an international modern business environment.

6
Trimesters

5
Core Subjects

2
Electives

*Subject to CAA approval

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Program Structure

The maximum requirement to graduate from the Master of Business Analytics is 12 subjects. However, if you have completed a bachelor’s degree in a relevant business area or a UOWD Graduate Certificate in Business, you may be able to complete this program in 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 UOWD’s Faculty of Business office prior to the beginning of the program.

Level	Subject Name
General Management Subjects	<ul style="list-style-type: none">Organisational Behaviour and ManagementOperations ManagementPrinciples of Marketing ManagementAccounting and Financial Management
Core Business Analytics Subjects	<ul style="list-style-type: none">Essential Elements for Business AnalyticsTechniques and Tools for Business AnalyticsBusiness Analytics for Economic and Market EnvironmentsBusiness Analytics for Services and OperationsAdvanced Business AnalyticsBusiness Analytics Research Project

Electives: Students are required to choose 2 electives at 900 level. Students eligible for credit for prior learning from all four General Management subjects, will be required to complete two further elective subjects from the below list.

- Digital Marketing
- Quantitative Economic Analysis
- Supply Chain Analytics

All applicants will have to pass a challenge test in statistics. Students who are not successful will have to complete Foundation in Statistics prior to progressing to the Business Analytics core.

Program Director

Dr Osama Al-Hares, Associate Professor PhD,
Manchester Business School, UK

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held on Fridays and Saturdays from 9:00am to 3:00pm over four weekends.



Key Skills

★★★★★

Logistics leadership

★★★★★

Supply Chain Analytics

★★★★★

Logistics System Design

★★★★★

Warehouse Management

★★★★★

Operations Management

★★★★★

Optimisation Techniques

★★★★★

Strategic Negotiations

**Master of Supply
Chain Management**

Master of Supply Chain Management

UOWD’s award-winning triple accredited, Master of Supply Chain Management has been running for more than 10 years in the UAE, and is aimed at graduates and working professionals who wish to take a leading role in one of the world’s fastest growing logistics hubs. The strong links of the degree with a broad range of industry partners in the UAE and worldwide provides you with knowledge of industry best practices and applications to strategically manage your organisation’s supply chain. Throughout the duration of the degree you will:

- Acquire the skills you need to manage the flow of information and materials within and between organisations both locally and globally.
- Gain a thorough understanding of end to end supply chain and its interaction with other business functions.
- Develop the knowledge and skills in the area of process management and improvement, using supply chain analytics.
- Enhance your leadership opportunities to manage supply chain regionally and internationally.

Career Paths

Include roles such as:

- ✓ Supply Chain Manager
- ✓ Procurement Specialist
- ✓ Store Manager
- ✓ Warehouse Manager
- ✓ Inventory Planning & Control Specialist

6

Trimesters

7

Core Subjects

4

Foundation Subjects

1

Capstone Project

Professional Accreditation

The program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

CIPS

The program is accredited by the UK’s Chartered Institute of Procurement and Supply (CIPS). UOWD students will receive free CIPS student membership and upon successful completion of their degree along with evidence of 3 years relevant work experience they may apply for MCIPS membership of the Chartered Institute of Procurement and Supply.

CILT

The program is accredited by the UK’s Chartered Institute of Logistics and Transport (CILT). Students will have the option to join as a Student Member of CILT, providing them with a plethora of benefits contributing to personal and professional development in order to advance into more senior leadership roles. The accreditation will also serve as a pathway to CILT Chartered Membership status.

Program Director

Dr Flevy Lasrado, Assistant Professor, PhD,
University of Salford, UK

Program Structure

The maximum requirement to graduate from the Master of Supply Chain Management is twelve (12) subjects. However, if you have completed a bachelor’s degree in a relevant business area or a UOWD Graduate Certificate in Business or you have extensive professional work experience in a related area alongside a bachelor’s degree, you may be able to complete the degree in 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.

Level	Subject Name
General Business Subjects*	<ul style="list-style-type: none">Accounting and Financial ManagementOrganisational Behaviour and ManagementPrinciples of Marketing ManagementOperations Management
Core Subjects	<ul style="list-style-type: none">Supply Chain ManagementProject ManagementTotal Quality ManagementSupply Chain AnalyticsAdvanced Supply Chain ManagementLogistics SystemsStrategic Procurement Management
Capstone Project	<ul style="list-style-type: none">Business Research Project

**If you are eligible for credit for prior learning from all four Foundation Subjects, you will be required to complete two elective subjects that will be chosen in consultation with the Faculty of Business.*

Duration of the Program

This program will normally take you five - six trimesters to complete (with summer as an optional trimester). Classes are held from 6:00pm - 10:00pm, Sunday to Thursday with occasional Saturday classes. Each subject requires one evening of attendance for 11 weeks.

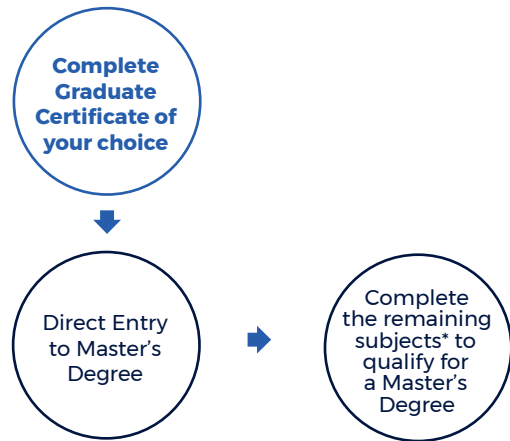


Graduate Certificate and Certificate of Proficiency

At the University of Wollongong in Dubai (UOWD), we offer a number of options for masters professionals seeking the specialised knowledge and skills that will allow them to move forward in today’s competitive world in the shortest possible timeframe, but who aren’t necessarily looking to enrol for a masters degree yet.

Graduate Certificate

Graduate Certificates provide students with a solid foundation in a functional area and are designed for those who are seeking to progress their career in a particular area, or those currently working in the industry who wish to gain a relevant masters level qualification to update their skills and knowledge. Consisting of four subjects, a Graduate Certificate can usually be completed in two trimesters or less.



* Number of subjects varies
* Credit for Prior Learning may apply

Program Highlights

Advanced Your Skills in a Short Time	<ul style="list-style-type: none">Since a Graduate Certificate requires less time to complete, you can advance your skills in a shorter time period and still earn a qualification, strengthening your professional portfolio.
Progress to a Full Master's Degree	<ul style="list-style-type: none">Obtaining a Graduate Certificate will enable you to progress to the master's degree and you will be able to apply for Credit for Prior Learning.
Globally Accredited. Locally Relevant	<ul style="list-style-type: none">The programs are accredited by the UAE Ministry of Education, and quality assured by UOW Australia and therefore recognised throughout the UAE and internationally.

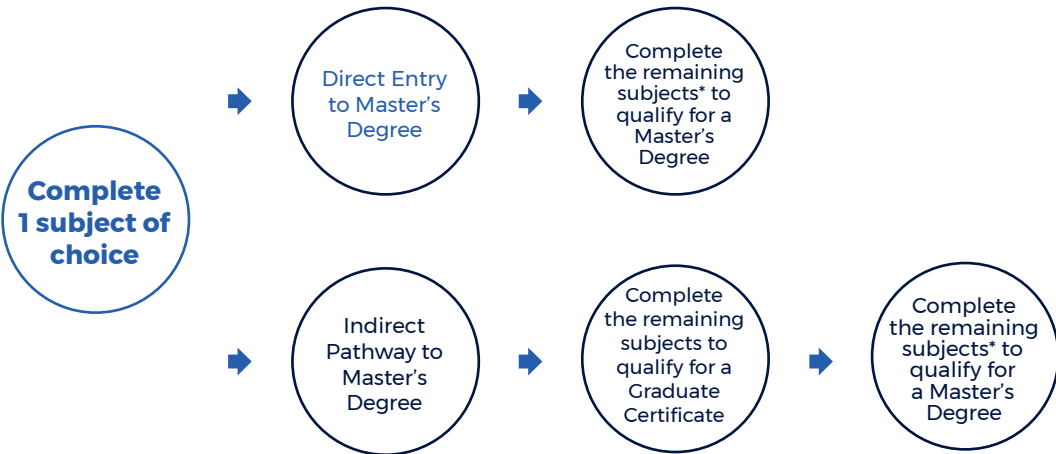
Certificate of Proficiency

For professionals who are looking to develop skills in a specific technical or practical domain over a short period of time, UOWD’s Certificate of Proficiency is ideal. Delivered over a period of just 11 weeks, students can study a range of subjects that are offered by our Faculty of Business.

Program Highlights

Advance Your Career	<ul style="list-style-type: none">The Certificate of Proficiency will enable you to fast-track your career by developing your skills and knowledge in a certain field, therefore broadening your employment opportunities.
Progression to Future Master's Degrees	<ul style="list-style-type: none">Upon completion of the chosen subject students are awarded a Certificate of Proficiency and an official academic transcript. This transcript can then be used as credit towards future master's degree.
Classes to Fit Around Your Commitments	<ul style="list-style-type: none">All Certificates of Proficiency classes are held from 6-10:00pm, Sunday to Thursday and are designed to fit around work commitments.
World-Class Faculty	<ul style="list-style-type: none">UOWD's Faculty provide a wealth of academic and professional expertise from across the globe. All full-time professors hold a PhD degree and are active researchers in their specialist field.They also bring vast industry experience from years of practice in their respective disciplines, creating a learning environment that is both grounded in the latest academic theory and applicable to current professional practice.

Certificate of Proficiency



* Number of subjects varies
* Credit for Prior Learning may apply
*The number of subjects for the graduate certificate pathway depends on the COP subject you have taken

Certificate of Proficiency

You have the option to choose from a selection of subjects, offered by the Faculty of Business. Do note that not all subjects are available throughout the year. Please contact the Faculty Office to discuss your options.

The subjects available are as follows:

- Economics for Modern Business
- Quantitative Economic Analysis
- Financial Skills for Entrepreneurs
- Insights into Innovation and Entrepreneurship
- Contemporary Leadership Skills for Entrepreneurs
- Financial Strategy
- Investment Management
- Portfolio Management
- Financial Statement Analysis for Business
- Banking Theory and Practice
- Advanced Managerial Finance
- Multinational Financial Management
- Portfolio Stimulation
- Financial Institutions
- Enterprise Risk Management
- Derivatives
- Digital Marketing
- Social Marketing
- Marketing Strategy
- Consumer Behaviour
- Marketing Communications
- Developing and Marketing New Products and Services
- International Marketing Strategy
- Research for Marketing Decisions
- Retail Marketing Management
- Accounting for Managerial Decision-making
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Design Thinking and Business Transformation
- Innovation, Entrepreneurship and Commercialisation
- Financial Strategy and Governance
- Decision Effectiveness in Strategic Management
- Responsible Leadership Effectiveness
- Essential Elements for Business Analytics
- Techniques and Tools for Business Analytics
- Business Analytics for Economic and Market Environments
- Business Analytics for Services and Operations
- Advanced Business Analytics
- Leading in Contemporary Organisations
- Human Resource Development
- Corporate Governance
- Strategic Management
- Management of Change
- Organisational Analysis
- Contemporary Issues in International Business
- Strategic Human Resource Management
- Performance Management
- Management of Workplace Health and Safety
- Job Analysis, Recruitment and Selection
- Cross Cultural Management
- International Business Theory and Practice
- International Business Strategies
- Supply Chain Management
- Total Quality Management
- Supply Chain Analytics
- Strategic Procurement Management
- Advanced Supply Chain Management
- Logistics System
- Project Management

Graduate Certificate

in Business

Who is the Program For?

This is an ideal program for current or aspiring managers looking to progress in their career by upskilling their current knowledge of marketing, accounting, finance, organisational behaviour, management and global business challenges and perspectives.

What Will I Study?

All students will complete three subjects:

- Organisational Behaviour and Management
- Principles of Marketing Management
- Accounting and Financial Management

Plus, one of the following:

- The Economics of Global Business Challenges*
- Operations Management**

**Mandatory for students intending to pursue Master of Marketing, Master of Management, Master of International Business, Master of Financial Management, Master of Innovation & Entrepreneurship, and Master of Human Resource Management.*

***Mandatory for students intending to progress to a Master of Supply Chain Management*

Progression to Master’s

Upon successful completion of this program, students may enrol in a master’s degree offered by UOWD. Students will be granted credit for four subjects for the following degrees:

- Master of Marketing
- Master of Management
- Master of International Business
- Master of Financial Management
- Master of Innovation & Entrepreneurship
- Master of Human Resource Management
- Master of Supply Chain Management

in Marketing

Who is the Program For?

If you’re currently working in marketing or looking to pursue a career in marketing, this program will give you the opportunity to gain a professionally oriented specialised skill set.

What Will I Study?

All students will complete four subjects:

- Principles of Marketing Management*
- Consumer Behaviour
- Marketing Strategy
- Social Marketing

**Students who do not have a relevant background in Marketing should complete this subject within their first trimester of study.*

According to UOWD’s Credit for Prior Learning policy, those who have a background in Marketing may apply to complete one of the elective subjects from the approved list below in its place:

- Digital Marketing
- Managing Services and Relationship Marketing
- Marketing Communications
- Creating and Marketing New Products
- International Marketing Strategy
- Research for Marketing Decisions
- Strategic Brand Management
- Retail Marketing Management
- Supply Chain Management
- Contemporary Issues in International Business

Progression to Master’s

Upon successful completion of the Graduate Certificate in Marketing, students who enrol in the Master of Marketing will be granted credit for four subjects.

in Human Resource Management

Who is the Program For?

This program has been designed for those who are seeking to progress their career in Human Resources or those currently working in an alternative area but wish to gain a relevant master’s degree to update their skills and knowledge to move into this area.

What Will I Study?

Students will complete four subjects:

- Organisational Behaviour and Management*
- Human Resource Development
- Strategic Human Resource Development
- Job Analysis, Recruitment and Selection

**Students who do not have a relevant background in Human Resources should complete this subject within their first trimester of study.*

According to UOWD’s Credit for Prior Learning policy, those who have a background in Human Resource Management may apply to complete one of the elective subjects from the approved list below in its place:

- Strategic Management
- Organisational Behaviour
- Management of Change
- Organisational Analysis
- Performance Management
- Management of Workplace Health and Safety
- Cross-Cultural Management
- Contemporary Issues in International Business

Progression to Master’s

Upon successful completion of the Graduate Certificate in Human Resource Management, students who enrol in the Master of Human Resource Management will be granted credit for four subjects.



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 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.

Admission Requirements

Applicants must have completed a bachelor’s degree (or equivalent) at an accredited institution of higher education and have achieved the minimum grades for entry to the program as detailed below

Country	Grade - Direct Entry	Grade - Probation Entry* (GPA 2.5-2.99 or equivalent)	Grade - Probation Entry** (GPA 2.49-2.0 or equivalent)
Australia	65%	57%	50%
China	75%	63%	50%
Egypt	65% (Good)	57%	50% (Pass)
India	50% 10 Point System: 7.0/10.0 4 Point System: 3.0/4.0	45% 10 Point System: 6.0/10.0 4 Point System: 2.5/4.0	40% 10 Point System: 5.0/10.0 4 Point System :2.0/4.0
Iran	14	13	12
Jordan	70%	60%	50%
Kenya	50%	45%	40%
Lebanon	12	11	10
Nigeria	50%	45%	40%
Pakistan	50%	45%	40%
Russia	Average of 4	Average of 3.5	Average of 3
UAE	3	2.5	2
UK	2nd Class Honours with lower division (or min 50%)	45%	Pass (or min 40%)
USA	3	2.5	2

Note: Applicants with a bachelor’s degree in the relevant field of study, or its equivalent, with an overall:
* GPA between 2.5 and 2.99 (on a 4.0 scale) may be conditionally admitted to a master’s degree, only if they meet the necessary english language requirement. Such students must take a maximum of 18cp of subjects studied for the master’s degree during the period of conditional admission and must achieve an overall WAM of 55 in their first 3 subjects at the University. Students who fail to achieve this standard may have their enrolment discontinued.
** GPA between 2.0 and 2.49 (on a 4.0 scale) may be conditionally admitted to a master’s degree, only if they meet the necessary english language requirement and they will be required to complete a maximum of 18cp remedial non-credit bearing subjects prior to enrolment in their chosen master’s degree. Students must achieve a minimum WAM of 55 in these subjects in order to progress to the Master’s degree or may have their enrolment discontinued.

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 <https://www.uowdubai.ac.ae/postgraduate-programs/admission-requirements> for complete admission requirements.

Program Fees

The total cost of a master's program is calculated on a per subject basis. Please check <https://www.uowdubai.ac.ae/postgraduate-programs/fees-and-payment-information> for a breakdown of fees and further details.

Scholarships and Grants

UOWD provides a range of scholarships which offer financial support to new and existing students at the commencement of each trimester (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.

Scholarships

- **Academic Merit Scholarship**

This scholarship is awarded to applicants based on academic merit and who comply with the necessary requirements. It offers the recipients with a scholarship ranging from 15% to 25% of their tuition fees for the duration of their studies*.

- **Sports Scholarships - Adam Gilchrist Sports Award**

This award, named after Australian cricketer and UOW Brand Ambassador, Mr Adam Gilchrist AM, is awarded to two recipients at either bachelor's or master's level, in the Autumn trimester (which begins in September). It offers the recipients a scholarship of 50% of their tuition fees for the duration of their studies*. Read more here: uowdubai.ac.ae/postgraduate-programs/scholarships

*T&C's apply



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 bachelor or master degree 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 bachelors or masters program from UOWD only. The Family of Alumni grant is available at the start of every trimester and students must apply for the grant when they submit their Application for Admission form.

** Not applicable to UOW Australia graduates

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 i.e letter for 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!

Learn More

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*Information is correct at the time of printing (August 2021) but may be subject to change without notice