



جامعة الإمارات العربية المتحدة
United Arab Emirates University

UAEU



COLLEGE OF BUSINESS AND ECONOMICS

2014 / 2015

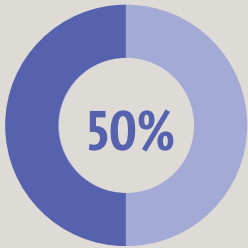
WELCOME To
United Arab Emirates

Success
Excellence
Living
Inspired
Learning
Opportunity
Develop
National University
Research Intensive

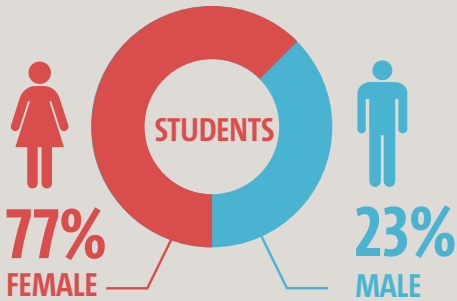
Quality
Goal
Leader
Learn
Graduate
Excel
Choice
Innovation
Degree
Achieve

University
Creativity
Flagship
Your Future
Career
High-Tech
Accredited
Achieve
Community
Mobile Learning
New Skills
Knowledge

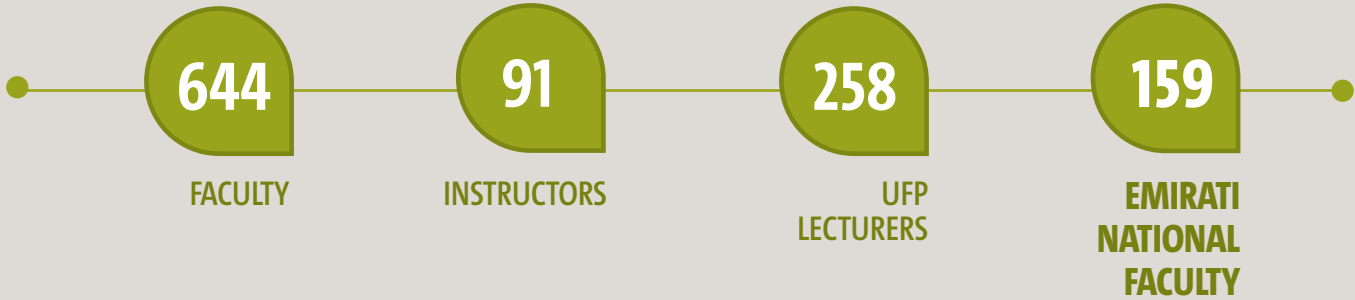
Fact Sheet



OF STUDENTS
LIVE IN RESIDENCE



REGISTERED STUDENTS
IN 2013-2014



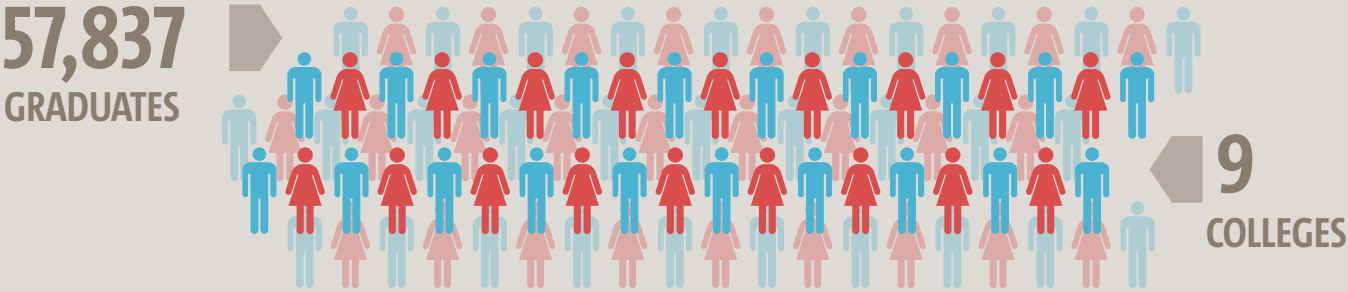
ONE OF THE TOP 50 UNIVERSITIES FOUNDED IN THE PAST 50 YEARS



ESTABLISHED IN 1976

80 HECTARES – SIZE OF THE CAMPUS

THE NATIONAL UNIVERSITY



LARGEST NUMBER OF ELECTRONIC RESOURCES IN THE ARAB WORLD

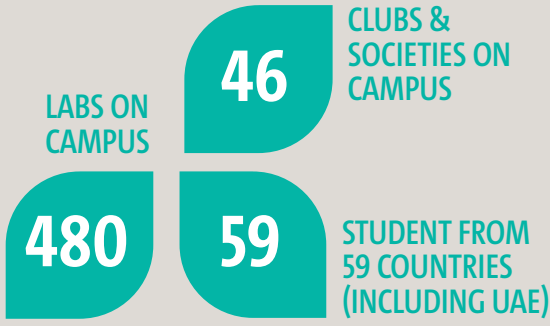
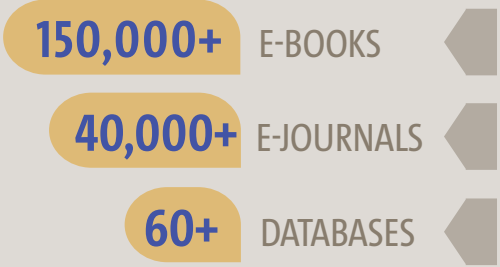


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DEAN’S MESSAGE

It is my pleasure to welcome you to the College of Business and Economics (CBE). We are very proud of our strong tradition of teaching, research and community service. This pride stems from our undergraduate and graduate programs in both business and accounting being accredited by AACSB International - The Association to Advance Collegiate Schools of Business, the premier accrediting body for business and accounting programs globally.

Our four undergraduate departments have continued to refine their offerings to match the needs of the nation. Our Executive Advisory Board has provided guidance in our curriculum and strategic plan. Students are also encouraged to study abroad at one of our many partner universities. You will find our faculty have graduated from some of the best universities in the world. In fact, they come from many parts of the globe - more than 30 nationalities.

Our faculty takes great pride in their research accomplishments with more than 544 publications credited to them from 2009-2014. The faculty has extensive work and community service experience which will enhance your learning.

Each student is placed in a one-semester internship prior to graduation and many receive job offers based upon this experience.

The College of Business and Economics also offers a number of graduate programs including an MBA, DBA and our new Master’s in Professional Accounting (MPA). Graduate students are invited to participate in an international experience each year. You will find our operating staff friendly and helpful. We look forward to meeting you in the future on one of our programs.



Prof. Geralyn McClure Franklin
Dean, College of Business
and Economics

OVERVIEW OF THE COLLEGE

The College of Business and Economics (CBE) has been offering business programs since 1977. Over the years, these programs have gone through several processes of assessment and evaluation by external reviewers from the US. The CBE has incorporated standards set by AACSB International - The Association to Advance Collegiate Schools of Business into its planning processes since 1993. The CBE was the first College of Business in the Middle East to be accredited by AACSB. AACSB described the CBE as “a dynamic organization, which views its role as fulfilling the needs of both the UAE economy and its students”, and cited the college’s engaged staff and strong research culture.

In 2005, a major revision of the CBE strategic plan was undertaken. It established a number of important themes such as market-driven development processes involving CBE stakeholders; a focus on interactive learning; the use of modern instructional technology; a combination of general ethics with Islamic values; a cooperative and supportive relationship with the external community; an applied research emphasis and, above all, a continuous environment of improvement. These central themes continue to be reflected in the current CBE strategic plan.

The CBE consists of four departments: the Department of Accounting; the Department of Economics and Finance; the Department of Statistics; and the Department of Business Administration, each offering a wide range of undergraduate and graduate degree programs. The language of instruction is English and the faculty focus on the quality of the learning experience for each student.

The CBE continues to support the UAE in its commitment to being a knowledge-based economy in which education and research play a critical role.

“Studying at UAEU opened my mind to what I was really passionate about. I started my education in Accounting but then Finance captured my heart. Eventually, I followed my heart with the support and advice of my professors and academic advisors. Also, the extra-curricular activities within the University have boosted my leadership, teamwork and communication skills and has helped me to make some lifelong friends.”

Khulod Mohammed Al Sawafi,
Bachelor of Finance and Banking

ACADEMIC PROGRAMS



UNDERGRADUATE PROGRAMS:

Bachelor of Accounting
Bachelor of Economics
Bachelor of Finance and Banking
Bachelor of Statistics
Bachelor of Management Information Systems
Bachelor of Business Administration (Marketing)
Bachelor of Business Administration (Supply Chain Management and Logistics)
Bachelor of Business Administration (Entrepreneurship)
Bachelor of Business Administration (Human Resources Development and Management)
Bachelor of Business Administration (Double track: Any two tracks offered within the Bachelor of Business Administration)

MASTER'S PROGRAMS:

Master of Business Administration
Master of Professional Accounting

DBA PROGRAM:

Doctorate of Business Administration





UNDERGRADUATE INFORMATION

ADMISSION CRITERIA

To be eligible for admission to the United Arab Emirates University (UAEU), applicants must obtain a minimum of 75%, from either the Science or Arts stream on their Grade 12 Certificate. Applicants must also score above 150 in the CEPA English exam and successfully pass the CEPA math placement test. A valid national identity card and a valid UAE passport are also required.

Interested candidates should use the common National Admissions and Placement Office (NAPO) application form to apply to UAEU. The form is available from secondary schools, UAEU Admissions Office, or NAPO.

Success at UAEU requires proficiency in both the Arabic and English languages. Students admitted to the University are placed either directly into the undergraduate degree program or into the University Foundation Program (UFP). UFP is the bridge between high school and the degree programs offered at UAEU. Placement in a UFP course at an accurate proficiency level will depend on your scores in UFP Placement Exams. There are three levels of English, and two levels for mathematics and Arabic.

To be considered for direct admission to an undergraduate degree program, applicants must satisfy the following requirements:

- ▶ Proof of English-language proficiency, which may take one of the following forms:
 - A minimum TOEFL score of 500 or 61 IBT

- A minimum IELTS score of 5.0
- ▶ Pass placement tests in mathematics (algebra and pre-calculus) and Arabic language

** Please note that these are the minimum admission criteria, further details can be obtained from the Admissions Department.*

GRADUATION REQUIREMENTS

The duration of the undergraduate degree programs is approximately 4 years. Students are required to complete 120 credit hours. Students must complete the minimum 7 semester curriculum plan or maximum 14 semester curriculum plan with a minimum GPA of 2.0, including the internship.

INTERNSHIPS

UAEU has integrated mandatory internships for all students as part of their degree program. Our CBE students are required to take a 4 week preparation course, prior to starting their 3 month internship. Our Internship Unit places students in national and international private and government organizations for the period of their work placement. Internships add a significant real-world component to the students' education, and provide students with the opportunity to earn academic credit, while gaining valuable work experience.

CAREER OPPORTUNITIES

A degree from the College of Business and Economics opens many doors for career opportunities in the business world, both in private and government organizations. Many of our students go on to follow successful careers in their subject speciality, others pursue more general

business careers, while some graduates have successfully started their own businesses. The undergraduate academic programs section explains the types of jobs available upon completion of each program.



UNDERGRADUATE ACADEMIC PROGRAMS

DEPARTMENT OF ACCOUNTING Bachelor of Accounting

The Accounting program is the first in the GCC and MENA region to be AACSB-Accounting accredited, and the tenth worldwide, outside of North America.

The Bachelor of Accounting degree is designed to provide a comprehensive accounting education for students interested in learning about the preparation of financial statements and how these are audited; the use of accounting information for managerial decision making; the use of advanced management accounting techniques for strategy implementation and performance management and advanced accounting issues. The degree is also accredited by ACCA, which is one of the largest international professional accounting organizations that qualifies professional accountants. This accreditation means that our graduates are exempt from up to 50% of the examination papers required in order to become ACCA certified.

Accounting graduates can follow the postgraduate path through the department's AACSB-Accounting accredited Master's in Professional Accounting (MPA).

DEPARTMENT OF ECONOMICS AND FINANCE Bachelor of Finance and Banking

The Bachelor of Finance and Banking prepares students for a challenging and rewarding career in an evolving business environment, where knowledge of finance tools and techniques is required. The Finance major includes topics

such as the Principles of Finance; Investment Analysis; Portfolio Management; Financial Derivatives; Corporate Finance; Islamic Finance and Banking and much more with an emphasis placed on practical applications and solving real-life problems.

Finance and Banking graduates can be employed as financial analysts, treasurers, budget analysts, credit analysts, loan officers, financial advisors, brokers, traders, sales, private equity professionals, venture capitalists, real estate analysts, financial planners, actuaries, portfolio managers, investment bank analysts and research analysts, etc. Typical employers include commercial banks and financial institutions, investment firms, federal and local governments, the Central Bank, the Ministry of Finance, sovereign funds, insurance companies, consulting firms and organizations in every sector of the economy.

"I am an Accounting major student in my fourth and final year at UAEU. Everything I experienced and learned in the past 4 years has far exceeded my expectations. I have had many opportunities to organize events and to participate in many valuable field trips. I would highly recommend this reputable University and program, which has received international accreditation."

Mariam Al Nuaimi,
Bachelor of Accounting



BACHELOR OF ECONOMICS

The Bachelor of Economics degree aims to equip students with a solid understanding of economic theories, applied economics and the statistical techniques necessary to grasp the functioning of a modern economy and to analyze economic problems and policy issues. The program prepares students to effectively use the quantitative research skills they acquire and to develop their writing and critical thinking skills to help them succeed in their future careers. Students majoring in economics will be able to engage in exciting and creative analyses of real-world problems that form the basis for teaching the key principles of economic analysis.

Economics graduates pursue a wide range of careers in industry, trade, finance and banking, law, government and education. They are employed as applied economists or economic analysts in the public sector, financial analysts, industrial analysts, international trade economists, labor specialists, market research analysts, investment analysts, social researchers, credit analysts, urban planners and teachers, etc. Typical employers include the Ministry of Finance, the Central Bank, the Ministry of Foreign Trade, the Economic Development Department, private companies and banks, military services, oil and utilities companies, research institutes and colleges & universities.

DEPARTMENT OF STATISTICS

Bachelor of Statistics

The Bachelor of Statistics at UAEU introduces the fundamentals of probability and statistical inference (estimation & hypothesis testing) which covers the design of experiments, sampling techniques and regression and time series analysis. Two distinctive features of the program are the emphasis on business applications (e.g., forecasting financial and economic indicators, marketing surveys, audit sampling, decision making, quality control, etc.), and the reinforcement of lecture materials via closely integrated computer packages using real (local, where available) databases.

Graduates of the Department of Statistics go on to become consultants or researchers in many fields, including medicine, government, education, agriculture, business and law, using statistics on a daily basis to perform their jobs to a high standard. They are employed in the statistics departments of government offices, ministries, the police, the armed forces and the Department of Economic Development as well as in a variety of private companies.

DEPARTMENT OF BUSINESS ADMINISTRATION Bachelor of Management Information Systems (MIS)

The MIS curriculum focuses on four key areas:

- ▶ Business Fundamentals: MIS professionals must have a broad business perspective.
- ▶ Analytical and Critical Thinking: Management information system professionals must have strong analytical and critical thinking skills.
- ▶ Technology: Information system professionals must design and implement solutions that enhance organizational performance.
- ▶ Ethical, Interpersonal, Communication, and Team Skills: Information system professionals must exhibit strong ethical principles and have good interpersonal communication and team skills.

BACHELOR BUSINESS ADMINISTRATION

The Bachelor of Science in Business Administration offers students several opportunities to prepare for careers in today's challenging world of business by delivering comprehensive study concentrations such as:

ENTREPRENEURSHIP

The Entrepreneurship program offers students the opportunity to learn how to use their creative skills in designing and managing innovation-oriented companies.

Entrepreneurship is particularly relevant for students who are looking for a career as a manager with leadership responsibilities who wish to grow and develop a business, or for those who plan to own their own business. Graduates of the Entrepreneurship program are expected to be able to identify and generate business opportunities, drive business development initiatives, and manage a program of activities necessary to develop high value-added, unique products or services to new and existing markets. Thereby increasing the value of respective offerings to customers, in addition to increasing the value of the firm. Graduates are also expected to be equipped

with the core business skills and functions such as strategic management, accounting management, human resources management, management information systems, marketing and supply chain management and logistics. They will be prepared to assume responsibility for the profit and loss of product groups, develop value-innovative strategic plans that generate additional sales, and create business case studies for new product initiatives. They will be trained to be self-motivated, dependable, accountable, flexible, and resourceful, along with developing excellent communication skills.

MARKETING

Students who choose to specialize in Marketing will obtain a solid foundation in applying basic disciplines (e.g. psychology, organizational behavior, economics and statistics) essential for understanding consumer/organizational buying behavior and for developing marketing strategies. More specifically, their studies and classroom experiences will enable students to gain a broader understanding of brand equity, customer relationships, distribution systems, pricing structures and other key aspects of Marketing.

SUPPLY CHAIN MANAGEMENT AND LOGISTICS (SCML)

The Supply Chain Management & Logistics program provides students with the managerial foundations and analytical skills needed to implement supply chain principles in modern organizations. These skills are crucial for the UAE to compete in the future and provide services of the highest standard to its citizens and residents.

This program prepares students to assume roles as Supply Chain Management professionals or senior managers in organizations working in the UAE, GCC, and worldwide. Graduates of this program will work with marketing, operations, accounting, finance and information systems to ensure that products/services are created and delivered, based on a total system view from supplier to end customer.

In addition to understanding Supply Chain Management, SCML graduates will be equipped with core business skills in functional areas such as cost accounting, human resources, management information systems, marketing and operations, in addition to basic skills such as critical thinking, leadership, and teamwork.

HUMAN RESOURCES DEVELOPMENT & MANAGEMENT (HRDM)

Today, organizations around the world realize that people are the key asset for any organization and that

they play a critical role in creating the successes and overall achievements of organizations. Human Resources Management (HRM) is the function within an organization concerned with designing and implementing systems and practices to ensure the most effective use of employees' skills, knowledge, abilities and talents to accomplish organizational goals.

Thus the HRDM program is designed to provide students with the basic knowledge and analytical skills needed for the effective management of human resources in local and international organizations.

The program prepares students to examine the strategic challenges faced by different types of organization in formulating and administering human resources policies and procedures. Issues related to strategic human resources management, HR planning, staffing, training, and performance and rewards management are discussed in the various courses offered in this program.

"I am truly thankful for my time at the College of Business & Economics in the Marketing program which has provided me with an abundance of knowledge and great memories. I entered the program with limited knowledge about Marketing and the marketplace, but thanks to a comprehensive and structured course which is taught by highly skilled lecturers who bring a wealth of experience and knowledge from within the industry, I now feel job ready. Who knows, I might even start my own business someday."

Maitha Al Mansouri,
Bachelor of Business Administration (Marketing)





GRADUATE INFORMATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

Our MBA is a part-time evening program, which enables you to continue your career while you are studying.

The MBA Program was established in 2001 and is accredited by the Association to Advance Collegiate Schools of Business (AACSB International). It offers advanced graduate management education to qualified businessmen and businesswomen in the United Arab Emirates.

Our MBA program provides a transformational learning experience for those already working in the world of business. The ideas, perspectives, knowledge and tools you acquire while you are in the program will have a powerful and lasting impact on you and your career. The MBA program is currently offered in Abu Dhabi and Al Ain.

ADMISSION CRITERIA

- ▶ Candidates must hold a Bachelor's degree from an accredited university recognized by the Ministry of Higher Education and Scientific Research. The degree may be related or unrelated to business.
- ▶ Candidates must have a cumulative Grade Point Average (GPA) of 3.0 on a 4.0 scale or equivalent, in all undergraduate work.
- ▶ Candidates must have a minimum of one years work experience, so that they have a better understanding of business conditions and can contribute to the discussion and teamwork dimensions of the program.
- ▶ A score of at least 6.0 on the IELTS (International English

Language Testing System) Academic exam or equivalent, for all disciplines delivered predominantly in English. This test score must be less than two years old at the time of application, with the following exceptions:

- A native speaker of English who has completed his/her undergraduate education in an English-medium institution and in a country where English is the official language; or
 - An applicant with an undergraduate degree from an English-medium institution who can provide evidence of acquiring a minimum TOEFL score of 500 on the paper-based test, or its equivalent, at the time of admission to his/her undergraduate program.
- ▶ A Statement of Purpose is required, outlining the candidate's motivation to join the MBA program.
 - ▶ All candidates will be required to have a formal interview in English. The applicant may be asked to write a short paragraph in English during the interview process.

Under certain conditions admission into a Master's program may be granted if the GPA or the IELTS score is less than the minimum requirement. These requirements are subject to the general university criteria for admission to graduate programs and may be updated regularly.

** Please note that these admission requirements may be subject to change. Please refer to the UAEU website for further details.*

FEE STRUCTURE

Description	Al Ain	Abu Dhabi
Non-Refundable Application Fee	350	350
Bridging Program	3,000	3,000
4 Semesters @AED21,600/Semester	86,400	
4 Semesters @AED32,508/Semester		130,032
(TOTAL AED)	89,750	133,382

GRADUATION REQUIREMENTS

The program is organized on a cohort basis. Students are expected to complete the degree requirements in 4 semesters (two academic years). They must complete the minimum required 48 credit hours consisting of 16 courses with 3 credits each.

The 16 courses include:

- 12 Common Core Courses (36 credit hours)
- 4 Elective Courses (12 credit hours)

MASTER OF PROFESSIONAL ACCOUNTING (MPA)

The Accounting Department of the CBE has launched the first AACSB-accredited MPA program in the GCC and MENA region to meet local demands by accounting practitioners and managers.

As there is currently a great need for professional accountants in the UAE, we believe that this program will attract applicants from top businesses and companies. The MPA program caters for practicing accountants and managers who would like to further their education with a graduate degree in Accounting. The degree will also be a natural route to a Doctorate of Business Administration (DBA). The MPA is held at our Abu Dhabi campus.

Students whose first degree is not in accounting, or with limited or no background in accounting and/or business will have to successfully complete foundation courses before they are formally admitted to the program. However, those courses will not count towards the total credit hours of the program. Those students who have a limited background in accounting (mainly business students), will be asked to successfully complete two foundation courses, before they are admitted to the program. As for students without a relevant degree (mainly non-business students), they will be asked to take four foundation courses. In addition, each applicant without a formal business background will be subject to an individual assessment on a case-by-case basis to make sure that the student has the basic competencies and knowledge (mainly in economics and statistics) needed for acceptance on to the program.

ADMISSION CRITERIA

- ▶ Candidates must hold a Bachelor's degree from an accredited university recognized by the Ministry of Higher Education and Scientific Research.
- ▶ Candidates must have a cumulative Grade Point Average (GPA) of 3.0 on a 4.0 scale or equivalent, in all undergraduate work.
- ▶ Candidates must have a score of at least 6.0 on the IELTS (International English Language Testing System) Academic exam or equivalent, for all disciplines delivered predominantly in English. This test score must be less than two years old at the time of application, with the following exceptions:
 - A native speaker of English who has completed his/her undergraduate education in an English-medium institution and in a country where English is the official language; or
 - An applicant with an undergraduate degree from an English-medium institution who can provide evidence of acquiring a minimum TOEFL score of 500 on the paper-based test, or its equivalent, at the time of admission to his/her undergraduate program.
- ▶ A complete application package must include the following:

- A completed application form;
 - The required non-refundable application fee stated on the form (AED 1,000). This fee must be paid prior to consideration of the application;
 - Two certified copies of official transcripts from all colleges or universities attended (the applicant must arrange for these to be sent directly to the Office of the Registrar and Dean of Enrolment);
 - An official copy of the applicant's IELTS certificate or equivalent.
- ▶ Candidates with no degree in Accounting but with a business background will be required to successfully complete two pre-requisite foundation courses.
 - ▶ Candidates with no degree in accounting and no business background will be required to successfully complete four pre-requisite foundation courses. In addition, a case-by-case assessment will be made for each candidate.
 - ▶ Candidates will be required to have a formal interview in English.
 - ▶ Candidates will be required to submit two letters of recommendation.

Under certain conditions admission into a Master's program may be granted if the GPA or the IELTS score is less than the minimum requirement. These requirements are subject to the general university criteria for admission to graduate programs and may be updated regularly.

** Please note that these admission requirements may be subject to change. Please refer to the UAEU website for further details.*

FEE STRUCTURE

The fees for the MPA are AED 100,000, inclusive of application and registration fee.

GRADUATION REQUIREMENTS

The total number of credit hours required to complete the MPA program is 36 hours, comprised of twelve units as follows:

- Core: 8 courses x 3 credit hours = 24 hours
- Electives: 4 courses x 3 credit hours = 12 hours





Teaching will be through evening sessions. Each semester (Fall and Spring) will be divided into two quarters with two courses offered each quarter. This translates into 8 courses every academic year with 3 semesters required to complete the 12 courses. Each course is equivalent to 3 credit hours which comprise 48 contact hours (inclusive of class hours, compulsory group work, and supervised field projects). Students are expected to achieve a minimum GPA of 3.0 to graduate.

DOCTORATE OF BUSINESS ADMINISTRATION (DBA)

The DBA program comprises a total of eight courses, varying from 1.5 to 7.5 credits, for a total of 24 credits or 256 contact hours. This is followed by 24 credit hours for the dissertation.

For each of the courses, students will be required to carry out substantial individual reading, research, class preparation and assignments. Assessment will be done with a combination of individual assignments and examinations. Academic standards will be at doctoral level and students will be required to pass each course before proceeding to the next.

The program is designed to be completed in three and a half years of part-time study and research, with a normal expected completion time of four years. It must be completed in a maximum of six years. The coursework units will be presented during each of four consecutive semesters, in the following sequence: The Philosophy of Social Research, Qualitative Research Methods, Quantitative Research Methods, Introduction to Business Research, Research in Support of Business Functions, Literature Review and Critique, Human Factors and Social Responsibility, followed by a research elective. All eight coursework units must be passed in sequence before the dissertation commences. The language of instruction is English.

ADMISSION CRITERIA

- ▶ A completed Master's degree in business (MBA, MA, MSc or equivalent) or in a related discipline from an accredited university recognized by the Ministry of Higher Education and Scientific Research.
- ▶ At least five years of combined relevant work experience at executive/management level, pre or post Masters.
- ▶ A minimum cumulative GPA of 3.0 on a 4.0 scale or equivalent, in the Master's degree earned at an accredited university recognized by the UAE Ministry of Higher Education and Scientific Research.
- ▶ A score of 6.0 or higher on the IELTS Academic exam or equivalent. This test score must be less than two years old at the time of application.
- ▶ Three letters of recommendation.
- ▶ A 1,000-word outline of the candidates motivation to join the DBA program.
- ▶ A personal interview with the DBA Program Director and/ or other DBA faculty members.

** Please note that these admission requirements may be subject to change. Please refer to the UAEU website for further details.*

FEE STRUCTURE

Fees	Tuition Per Credit Hour	Total (AED)
Course Work	8,400	201,600
Dissertation Research	2,100	50,400
Application Fee		500
Total Fees (AED)		252,500

GRADUATION REQUIREMENTS

The program is completed after passing the eight coursework units and upon successful submission and defence of the dissertation. Students are expected to maintain a minimum GPA of 3.0 to graduate.

RESEARCH CAPABILITIES



RESEARCH CAPABILITIES

The College of Business and Economics has a talented body of faculty, administrators and staff dedicated to furthering the college's vision of excellence in global leadership, management and business education. The college's leading experts research a broad spectrum of topics including sequential analysis, decision making, e-business, strategic management accounting, taxation, and risk management, among many others.

The faculty at the college publish in top journals, and their work is focused on benefiting UAE society at large. Faculty members have published in various journals including: British Accounting Review; Applied Economics; International Review of Financial Analysis, among many others.

"The knowledge that I gained in this program is like a golden certificate that I will hold in my hands throughout the rest of my life. This is thanks to the world-class faculty, state-of-the-art research facilities and cutting-edge IT infrastructure provided at UAEU."

Yara Ahmad Abu Zahra,
Bachelor of Business Administration
(Supply Chain Management and Logistics)

CONSULTANCY & COMMUNITY SERVICES

Faculty members actively participate in institutional, community and professional service at international, regional and local levels. This participation includes serving on editorial boards and committees at various levels, organizing committees, refereeing for journals and conferences, etc. As for consulting and professional practices, the various departments maintain continuous relationships with local and international organizations and accounting firms. The accounting department members supervise interns at professional firms, contribute to the development of the profession, and maintain and extend strong connections with regional and international professional institutions. Faculty are currently embarked on internally and externally funded research projects. These research projects cover the needs of the UAE needs and extend further to embrace international themes that contribute to accounting academia and the accounting profession in general.

The Department of Statistics offers statistical consulting services to public and private organizations around the country. It has helped many organizations to conduct and analyze surveys of employees and customers. The department is also active in organizing workshops and training on the use of statistics in the workplace.

The Department of Business Administration is actively involved in field-based research involving UAE local government and private business organizations. The department has been successful in establishing its brand image by conducting problem-solving initiatives for local businesses through research-based innovative solutions. It has been able to create, support, and enhance the research productivity of faculty in areas of strategic importance, while working closely with local business and keeping themselves abreast of developments at the global level.

WHY CHOOSE UAEU?

1

Excellence

At UAEU we focus on the quality of the learning experience for each student. UAEU's "excellence agenda" involves every aspect of the university. Here you will find the finest faculty in the nation, the most advanced technology in the region and the most modern and attractive campus facilities to be found anywhere. Our unrelenting focus on excellence ensures that your degree is highly regarded, both nationally and internationally, and that you will leave the university fully equipped for professional and personal success.

2

International Recognition

Based upon our international reputation, the employability of our graduates, and our research productivity, UAEU continues to rank among the best of the world's 13,000 universities. QS, a London-based international ranking of the world's leading universities, rates UAEU as number one in the nation and number 370 in the world. QS also includes UAEU on its list of the top 50 world universities that have been founded within the past 50 years.

3

Employability of our Graduates

Since our programs have been designed in partnership with employers, our graduates are highly sought after by both private and government entities. Our academic programs include not just classroom theory, but also practical internships and research experiences. Our graduates consistently find that their hands-on experience provides them both with the practical skills that employers value and with the connections and relationships that are an important part of the career-building process.

4

A Supportive Learning Environment

UAEU is committed to providing the support to ensure that every student can be successful. Our support services include counseling, healthcare, IT support, disability support, career services, financial aid, international student services, alumni services, a student success center and a student council. Regardless of the obstacles that you encounter along the way, there is always a mentor, a counselor, or an advisor nearby to help. Each student is provided with an individual academic advisor to assist with the critical decisions and choices that you face along the road to academic and career success.

5

A Vibrant Living Environment

Our goal is not only to give students an excellent degree qualification but also to ensure that you have fun along the way. Our students come from more than 50 countries, so you will interact with and learn from people of diverse cultural backgrounds. The university offers a wealth of extra-curricular activities and life-enhancing experiences to enrich your university experience, and with more than 50 Clubs and Societies at UAEU, there is no shortage of opportunities to have fun outside of lectures and to make friends. UAEU's campus is a real community with multiple cafés and restaurants, retail and banking facilities, bright, modern campus residences, and exceptional athletic and recreational facilities.

6

A Magnificent New Campus

The new UAEU campus features the most modern architecture, zones for specialized research centers, cutting edge IT network infrastructure, classrooms and labs that feature the latest equipment and instructional technology to enhance student learning. There is also an expansive library offering vast physical and electronic resources, two world class health clubs equipped with latest fitness equipment, two Olympic sized swimming pools, as well as tennis, basketball, and badminton courts.

7

Cutting-Edge Research

The UAEU is the nation's premier research university. We not only transmit knowledge to our students, but through our colleges and research centers we help to create new knowledge, work on developing new treatments for cancer, produce new technology for addressing the world's energy needs and develop new techniques for increasing the global food supply. Each year our historians and archaeologists help to discover and assess historical artifacts concerning the accomplishments and culture of the people from this part of the world. As a UAEU student, you will have the opportunity to work side by side with internationally known research faculty on these exciting projects.

8

Community Outreach

As the UAE's national university, UAEU recognizes the responsibility of the university and our graduates to contribute to the wellbeing of the broader community. We encourage our students and staff to give back to the community through civic engagement, public service, and research. The university helps students connect with volunteer and community service organizations in the student's particular area of interest.

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Choice

No university in the nation provides as many academic choices as UAEU. The university offers 63 undergraduate and 67 graduate programs across a broad range of disciplines, including business, economics, education, engineering, food and agriculture, humanities, the social sciences, IT, law, medicine and health sciences, and the natural sciences. Many of our degree programs are unique to UAEU, and many of them are offered in unique combinations. Whatever your interests, talents, and goals, UAEU has a program to match.

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