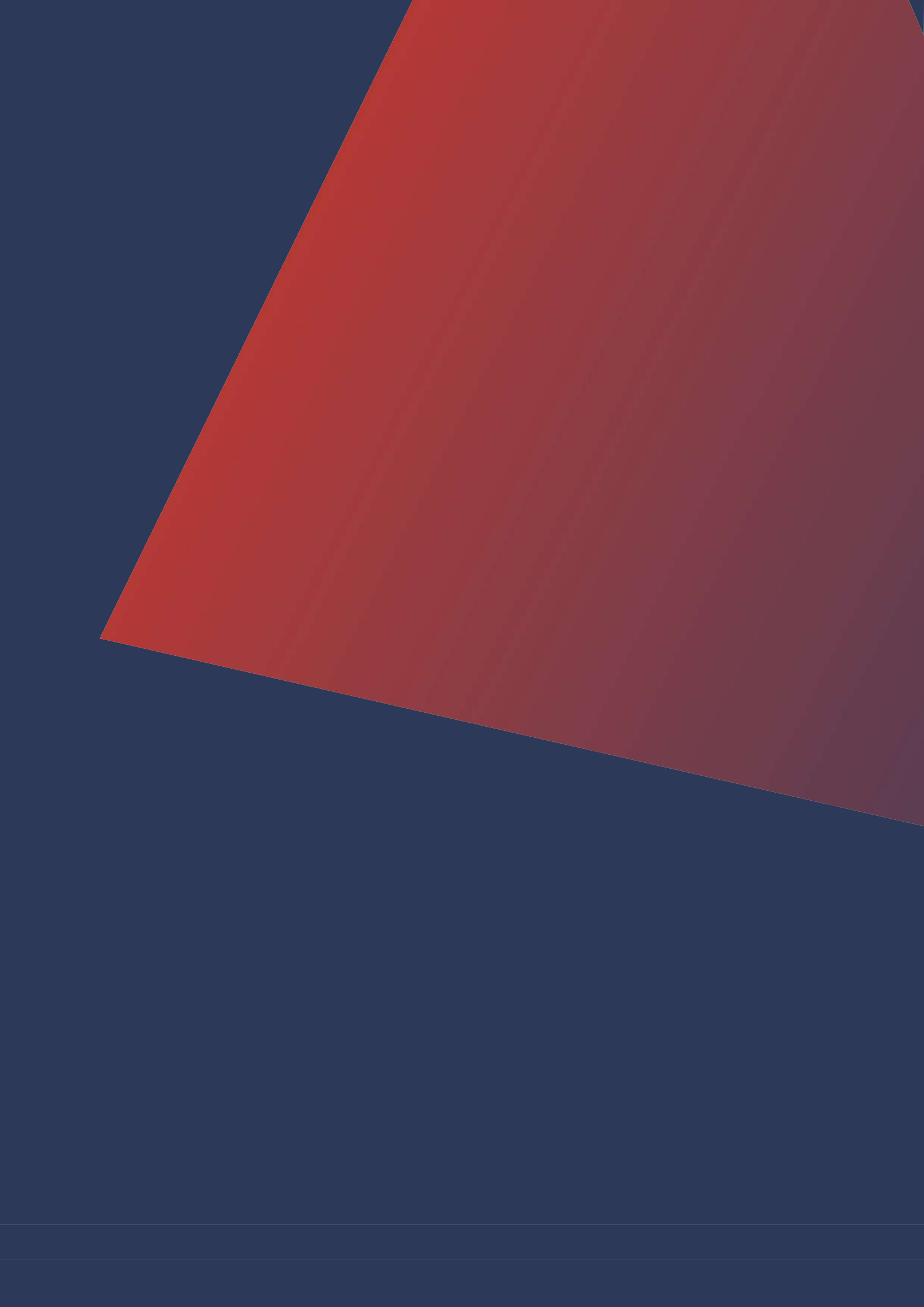
AUS | الجامعة الأميركية في الشارقة
American University of Sharjah

JOIN THE ELITE

School of Business Administration



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Welcome to the School of Business Administration

The School of Business Administration (SBA) is well known in the MENA region for the exceptional quality of its graduate and undergraduate business programs. These programs are delivered by our diverse body of faculty, most of whom have earned their PhDs from esteemed US academic institutions. Their accomplishments have been recognized internationally with many members being recipients of international awards and recommendations for their research and textbook publications.

It is not only the high quality of our academic degree programs that sets us apart from our competition. At SBA, we understand that interaction with the business community is vital for our success. Only if the academic experience is simultaneously enriched by first-hand business knowledge will students be truly equipped to master the challenges that await after graduation.

Every semester, we invite corporate leaders and distinguished academics as guest speakers to inform and motivate our students. We recently hosted our second Nobel Prize Laureate at SBA to give students the opportunity to interact with and be inspired by one of the world's greatest minds. We frequently ask alumni to share their "real-life" anecdotes and provide helpful hints to the next generation of business students. We conduct business idea challenges with company managers as judges and run interactive mentoring sessions with HR professionals. Student groups analyze actual companies focusing on particular financial or managerial aspects and even write case studies.

With the region's only Interactive Trading Floor, our students can apply theory to practice and gain an invaluable understanding of the intricacies of global financial markets. This technologically advanced 27-seat learning environment is designed to be the exact duplicate of a trading floor found in a typical Wall Street or global investment firm, and includes the same live data feeds, industry software and analytical tools.

A milestone of every business student's education is a three-month internship where senior students get their first taste of the corporate world in their fields of study. While students apply their theoretical knowledge to find solutions to hands-on problems, companies evaluate them yielding, more often than not, job offers upon graduation. Our career placement and internship services are designed to match student ability and aspiration with employer needs and preferences.

As we are celebrating the 20th anniversary of our institution, we are proud to have already become the leading business school in the Arab Region (US News, 2016), and this is only the beginning.

Dr. Jörg Bley, *CFA, CAIA, FRM*
Dean

Why AUS?

AUS was founded on the grand ambition of His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah, who wanted to make American-style university education available in the Gulf, allowing all members of society to achieve their potential through academic excellence.

Today, this mission is lived by thousands of people who have completed undergraduate or graduate qualifications at AUS and gone on to make meaningful contributions to businesses, governments and communities in the Middle East and around the world.

Firmly grounded in principles of meritocracy and with a strong reputation for academic excellence, AUS has come to represent the very best in teaching and research, accredited internationally and recognized by employers the world over for creating graduates equipped with the skills and drive to lead 21st century organizations.

AUS values learners not driven only by academic success, but those that embrace our dynamic campus life and embody our ideals of openness, tolerance and respect. This combination of academic excellence and community spirit ensures that AUS is filled with world-class faculty and students, poised to become the innovators, thinkers, contributors and leaders of tomorrow.

BEST ARAB UNIVERSITIES
U.S.News & WORLD REPORT
RANKINGS

#1 Business School in the Arab world (US News, 2016)

Why SBA?

- #1 Business School in the Arab world (US News, 2016)
- Small classes and dedicated faculty provide a highly interactive learning environment. Our student-faculty ratio is 15:1.
- Diverse and vibrant student body, representing 90 nationalities.
- 86% of our faculty hold professorial ranks. They represent 34 countries of origin, and have earned PhDs in their respective business disciplines from AACSB-accredited, predominantly North American, universities.
- Our instructors and lecturers possess significant professional experience in their respective business disciplines. Students highly value their professional insights and practical knowledge.
- 51:49 female/male ratio.
- 32.5% of students live on campus .

Accreditation

American University of Sharjah is licensed and its programs are accredited by the Commission for Academic Accreditation of the Ministry of Education's Higher Education Affairs Division in the United Arab Emirates. AUS is accredited in the United States of America by the Middle States Commission on Higher Education. In addition, the business school as a whole is accredited by the Association to Advance Collegiate Schools of Business (AACSB International). This seal of accreditation is the ultimate manifestation of quality business education. Of the around 15,000 business schools worldwide, only 760 have been accredited by AACSB.

Facilities

The jewel of the state-of-the-art business building—with its smart classrooms, computer labs and Wi-Fi technology—is the Interactive Trading Floor (ITF). With its 24 Bloomberg Terminals, the ITF gives students access to live financial data such as stock prices, bonds, ETFs, currencies, commodities, interest rates, employment figures, inflation estimates and much more from around the world through Bloomberg, Thomas Reuters and Capital IQ. The ITF is second to none in the MENA region and allows students to apply what they have learned in the classroom and study how markets react to the release of important information from central banks, government agencies and corporations. With on-site training, students can become Bloomberg certified.

AACSB ACCREDITED

AACSB Business Education Alliance Member

SBA was the first CFA Program Partner in the Gulf Region.

SBA FACT

Partnerships

We at SBA continuously strive to enhance our program offerings through partnerships with institutions, corporations and government entities both locally and internationally. Our aim is to enhance our students' academic experience through close interaction with our partners, be it in the form of mentorships, internship opportunities, project-based collaborations, on-site work experience or research support. SBA is:

- a member of the University Affiliation Program of the CFA Institute in Charlottesville, Virginia. Affiliated Universities are high-profile institutions of global stature, academic leaders and champions of practical, relevant and thought-provoking investment education programs. The long-standing relationship with the CFA Institute started in 2004 when SBA became a CFA Program Partner, the only one in the GCC region.
- connected with the Institute of Chartered Accountants in England and Wales (ICAEW). Students who complete the BSBA in Accounting can receive up to six module credits towards the Association of Chartered Accountants (ACA) qualification administered by ICAEW.
- a member of the SAP University Alliances Program, a global initiative with more than 2,900 member institutions in over 103 countries. The program exposes students to the latest SAP technologies and enables universities to integrate SAP software into their teaching. The Dual Study Program allows students to graduate from AUS with industry-leading credentials.
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- The Global Entrepreneurship and Research Center (GERC) of Zhejiang University in Hangzhou, China, is our most recent international partner. With a focus on joint programs and research initiatives, this collaboration benefits students and faculty alike.

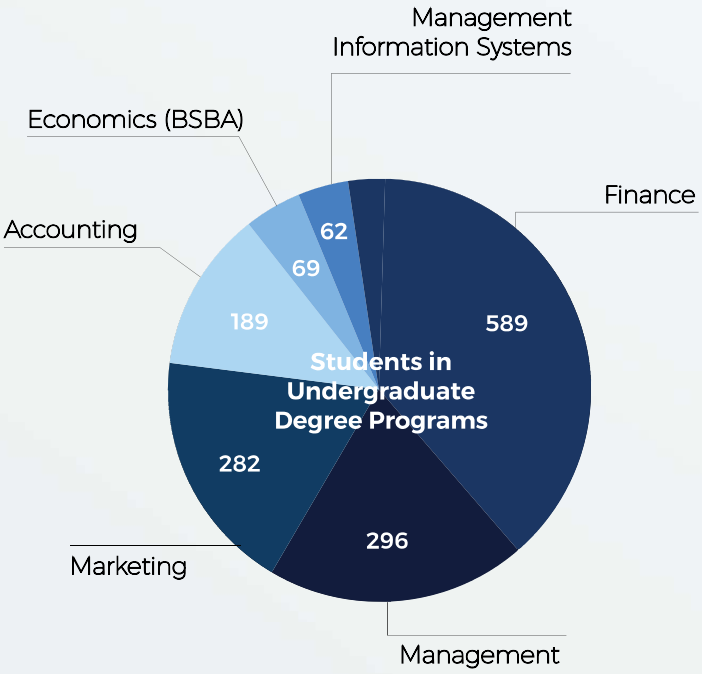
University Affiliation Program CFA Institute®

ZHEJIANG UNIVERSITY

Programs

At SBA, we take a holistic approach to teaching. Aided by factual knowledge, we emphasize critical thinking and the development of analytical abilities and problem-solving skills.

The School of Business Administration (SBA) is well known in the MENA region for the exceptional quality of its Bachelor of Science in Business Administration program with six majors — Accounting, Economics, Finance, Management, Management Information Systems and Marketing — and seven minors including Supply Chain Management.



SBA FACT

Less than 5% of the world's business schools are AACSB accredited.

Graduate Programs

AUS also offers two applied business education programs at the graduate level: a Master of Business Administration and a Master of Science in Accounting. It also offers a series of executive education seminars and workshops. In addition, a Master of Science in Finance and a PhD in Business Administration are scheduled to be launched in the next academic year.

Why choose Graduate Programs at AUS?

Most of our faculty members have earned PhDs in their respective fields. They hold professional qualifications such as CAIA, CFA, CMI, CPA and FRM and possess substantial industry experience, adding tremendous value to classroom interactions. The program has other distinctive features:

- Evening courses allow the student to earn a master's degree without interrupting his or her career
- The university's iLearn system provides easy access to assignments from the comfort of home.
- Students benefit from extensive use of the Internet, interactive learning and project work to reinforce concepts.

We also offer:

- assistantships and work/study opportunities
- flexibility with full-time and part-time study options
- an international exchange program where graduate students can take up to nine credits in one of our many partner universities abroad
- excellent job placement and career development services

Master of Business Administration (MBA)

Program at a Glance

The Master of Business Administration (MBA) prepares students for leadership positions in the private and public sectors. Our curriculum, taught in the evening, is modelled on the American model of higher education and requires the completion of 10 core courses and two electives. The core courses cover the principles of analysis and leadership skills expected of an executive manager. Two elective courses from among the many offered are required for a general MBA while an additional elective (with all three taken in the same area) is required to complete a concentration in either Finance or Human Resource Management.

Program Objectives

AUS MBA graduates are expected to achieve the following objectives:

- proficiency in the core business knowledge required of an executive manager
- understanding of the interrelation between business organizations and other societal institutions
- teamwork, interpersonal communication and leadership skills expected of an executive manager
- application of critical thinking, analysis and problem solving techniques to a wide range of crucial business decisions

What Alumni Say

"I chose the MBA at AUS, despite the distance, because of its accreditation and reputation. I never looked back. Simply put, AUS takes you through the famous four learning phases. By the time you go into your core courses...you are conscious of your competence, which is where I think the greatest value is in terms of building your career esteem and accelerating your development. You are a better professional for yourself, your company and the world at large."

Ghandi Gharaibeh, *Director of Marketing, GlaxoSmithKline Gulf and Near East*

Master of Science in Accounting (MSA)

Program at a Glance

The Master of Science in Accounting (MSA) program offers specializations in Auditing, Taxation and Forensic Accounting. It is designed to provide students with knowledge and preparation to pursue professional careers in public and private accounting; develop skills necessary to solve accounting problems that are of contemporary relevance and more challenging in the fields of accounting, finance and other business areas; and teach the required technical and non-technical accounting competencies.

Program Objectives

AUS MSA graduates are expected to achieve the following objectives:

- develop a solid theoretical foundation of accounting concepts
- apply a wide range of accounting skills and techniques to solve day-to-day business problems
- communicate accounting techniques and concepts in their professional activities to interested parties
- meet the 150-semester-hour education requirement to take the Certified Public Accountant (CPA) Examination in most US states
- gain the competencies needed to pass the CPA, CMA, and CIA exams

What Alumni Say

"The program gave me exposure to aspects in Accounting that were far more interesting than I could have imagined. It was as challenging as it was rewarding. And now, more than a year later, I look back and know that I made the right choice."

Noora Buali, *Finance Controller, Emirates Group*

Requirements

Graduate Programs Admission Requirements

Students from any undergraduate major are encouraged to apply but we recommend at least two years' of work experience. In addition to the university's general admission requirements, applicants need:

- a minimum undergraduate CGPA of 3.00.
- a minimum GMAT (Graduate Management Admission Test) or AUS MBA Admissions Test score (administered through the AUS Testing Center) for the MBA

Our Achievement Academy provides preparatory courses in Mathematics and English.

SBA FACT

Degree Requirements

- MBA: Completion of 33 credits for a General MBA (12 courses) or 36 for an MBA with a concentration in either Finance or Human Resource Management (13 courses).
- MSA: Completion of 30 credit hours (10 courses) which includes 18 credits (6 courses) of core requirements, a minimum of six credits in ACC elective courses and a minimum of six credits in MBA and/or MTH elective courses. Students interested in furthering their knowledge in the areas of auditing, taxation or forensic accounting may elect to complete their two ACC elective courses in that area of specialization.

Industry Links

Internship and Placement

Our goal is to not only deliver high-quality business education, but also to provide students with professional experience and the opportunity to apply some of the theoretical knowledge gained throughout their degree programs in a "real world" setting.

To that effect, SBA mandates all of its Bachelor of Science in Business Administration students to intern for three months at a company or government entity. Often, students continue to work for companies beyond the scope of their internships on particular projects or tasks, mostly on a part-time basis, and many of them have been offered employment opportunities by companies at which they interned.

The SBA Internship and Placement Office has established a wide network of corporate and government partners, helping our students secure meaningful internship positions and our graduates pursue job opportunities in the region and abroad.

We match company profiles and required intern/placement capabilities with students' skill sets and aspirations and prepare students by conducting a series of workshops on CV writing, interview skills and business etiquette.

As a result, the feedback we receive from our corporate partners has been overwhelmingly positive.

Our graduates have been placed with major regional and international companies such as Abu Dhabi Commercial Bank, Citibank, Daimler, Deloitte, DEWA, DIFC, Dubai Holdings, Emirates Airlines, Ernst and Young, Estée Lauder, Etisalat, General Motors, Google, Henkel, HSBC, KPMG, Mubadala, NBAD, Nestlé, Philips, Procter and Gamble, PWC, SAP, Sharjah Islamic Bank, Standard Chartered Bank, Unilever and others.

SBA FACT

Our undergraduate students participated in and won the CFA Institute Research Challenge twice.

"SBA's Internship and Placement Office provides one of the major student support services. Its wide network of corporate and government partners ensures that business students gain professional experience as part of the curriculum that matches their interests and skills and provides a launch pad for their future careers."

Farah Lahham
Finance Major

"AUS was not only about getting an excellent education, it was about going through an amazing experience that prepared me well to exploit great opportunities and start an exciting career journey."

Milda Eyad
Procter & Gamble
Alumna

"The AUS experience equips its graduates with a competitive advantage that lets us stand out in the job market. Interactions both within and beyond the classroom with the faculty, students and staff have helped me acquire unique skills that aided my job hunt. AUS gives you the opportunity to meet and interact with an intelligent community, so make the most of these opportunities to learn from one another!"

Nazla Anwaar
Procter & Gamble
Alumna

Executive Education

SBA offers a wide range of executive education initiatives, from a two-hour afternoon informative presentations to weekend seminars and multidisciplinary programs that run consecutively over several months.

All of our initiatives are tailored to the specific educational needs of our corporate and government partners. Our faculty engaged in executive education are not only academically qualified but have the professional experience necessary to relate to the problems managers face in today's economic climate.

Chairs & Professorships

The AUS Professorship in Luxury Brand Management commenced in 2012. Sponsored by the Chalhoub Group, the largest distributor and retailer of luxury brands in the Middle East, the professorship fulfills the need for a niche academic and talent development program that meets the specific demands of the luxury brand sector in the region. Under the leadership of Dr. Nicholas Ashill and Dr. Sajid Khan, the professorship has implemented several major initiatives, including the development and launch of cutting-edge luxury brand management curriculum, the establishment of an academic research program in luxury, and the launch of an annual luxury brands symposium involving faculty, students and industry practitioners.

Dr. Narjess Boubakri became the first holder of the Bank of Sharjah Chair in 2014. The chair, funded by the Bank of Sharjah, has several objectives, particularly related to research support, training, partnerships and promotion. Since its inception, the chair has supported high-quality research projects through database subscriptions, and top publications in the areas of finance and banking. In terms of training, the chair has sponsored award-based academic competitions/activities for students and fostered collaborative work with junior professors in the department. The chair has also developed long-lasting partnerships with professionals in the finance industry who are often invited to speak to our students and has helped promote SBA and AUS in academic meetings and conferences.

In 2016, the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business was established at SBA to help the school provide sustainable support to family businesses through research and teaching activities. Dr. Rodrigo Basco, the holder of the chair, focuses in his scholarly work on the interaction of family generations and ownership transition in small businesses.

Publication & Editorial Memberships

The high standards in faculty qualifications are reflected in SBA's research output. Over the last five years, SBA faculty presented their scholarly work at 336 regional and international conferences, and generated 472 peer-reviewed journal publications, overwhelmingly in high-quality or top journals in their respective fields. In addition, they served on the editorial boards of academic journals, and authored or co-authored 31 book chapters and 17 textbooks, further expanding their in-depth knowledge of their respective fields of research. Students benefit enormously from classroom discussions of these scholarly works.

SBA has developed particular research expertise in *three* areas:

Organizations & Behavior

This research area investigates cooperative arrangements among firms, knowledge transfers, organizational history and the creation of synergies. The inner workings of organizations—with particular attention to human resource management and leadership development, aspects of culture on human interactions, determinants of customer satisfaction and loyalty, and marketing strategies in an increasingly digital environment—are also the focus of our scholarly work.

Governance, Ethics & Regulation

This area focuses attention on research that investigates the consequences of organizational policies, corporate governance, and market oversight to enhance the economic, social and environmental benefits of services and products provided to industrial, government and individual consumers. The development of best practices in managerial decision-making, the interaction of financial market participants, ethical behavior and value-adding activities are at the core of this research theme.

Economic Development & Financial Markets

This research area analyzes economic environments and financial markets to identify the parameters that promote sustainable growth and development in the Gulf region. Aided by a state-of-the art Interactive Trading Floor that models live market data, the focus is on economic trends and revenue diversification, labor market structure and demographics, business climate and corporate activities, investor behavior and financial stability, islamic banking and products, supply chains and networks, logistics and transportation, and reliability and risk analysis.

Accounting

DEPARTMENT OF **ACCOUNTING**

Accounting is the art of collecting, analyzing and reporting financial information for internal and external stakeholders. The Accounting Major provides students with education and training in the primary areas of the accounting discipline including cost accounting, financial accounting, accounting information systems, auditing and taxation, such as value added tax (VAT) and income tax.

Graduate Schools Students Attended:

London School of Economics, ***UK***

Harvard University, ***USA***

The University of Manchester, ***UK***

HEC-School of Management, ***France***

DePaul University, ***USA***

"The courses changed my perception of accounting that it is mainly about numbers and journal entries to a much deeper concept. Accounting is about critical thinking and decision making; it is truly the heart of business studies. So if you are looking for a program that challenges your thinking, opens you promising career options for you, and ensures quality throughout the learning process, then the Major of Accounting at AUS will be your best option!"

Rana Hamdan, *Accounting Major*

WHY STUDY **THIS MAJOR?**

Our curriculum enables students to take and pass USA certification exams such as the CPA, CIA, CMA and CFE, and prepare students for a range of exciting career opportunities such as:

- Auditor
- Tax / Zakat Advisor
- Corporate Accountant
- Chief Financial Officer
- Fraud Examiner
- Forensic Accountant
- Comptroller
- Financial Analyst

Scholarships are available through our Institute of Management Accountants (IMA) student chapter.

DID YOU KNOW?

"Accounting is one of the most needed majors nowadays. I highly recommend that college students who are unsure which area of business they would like to study to seriously consider accounting. This would definitely increase their career opportunities associated with a degree in accounting, due to the broadness of the subject."

Latifa AlMohammad, *Accounting Alumna*

DEPARTMENT OF **ECONOMICS**

The fast-changing pace of economic, social and political events requires individuals and businesses to make intelligent and informed decisions for the future. Economics provides simple, yet powerful tools for untangling complex relations among individuals, firms and governments, analyzing policy issues, and proposing policy recommendations. SBA is a leading center for economic and business research, supported by high-quality faculty with records of influential research with practical implications for the region and the world.

WHY STUDY **THIS MAJOR?**

An Economics degree opens a range of professional opportunities in both industry and government. The analytical tools developed in the Economics Major prepares students for research-oriented careers or subsequent graduate programs. Our graduates are well prepared for a range of career opportunities, such as:

- Business and Market Analyst
- Credit Analyst
- Risk Manager
- Financial Consultant
- Policy Advisor
- Central Banker
- Economic Forecaster
- Insurance Underwriter

Graduate Schools Students Attended:

Columbia University, ***USA***

University of Wisconsin-Madison, ***USA***

Concordia University, ***Canada***

Grenoble Graduate School of Business, ***France***

University of Cambridge, ***UK***

The Department of Economics has its own research journal.

DID YOU KNOW?

"Studying at AUS has been an unbelievable learning experience. The professors always come to class well prepared and willing to help students in whatever way they can. The students are very friendly, knowledgeable and always willing to discuss and explore materials from lectures."

Ganiyu Adedolapo, *Economics Major*

"Economics helps me understand things from both micro and macro perspectives, which is, I think, the best part of this major. It has broadened my perspectives and helped me think a lot more about financial models, business analysis and things of that sort that we actually work on in the business school."

Husain Rangwalla, *Economics Alumnus*

Finance

DEPARTMENT OF **FINANCE**

WHY STUDY **THIS MAJOR?**

Finance is the science of managing money, raising and allocating funds to create value at both a personal and corporate level. Graduates learn how to make prudent investment and financing decisions, optimize the firm's working capital and manage the corporate risk exposure. Analyzing the risk and return profile of financial securities and understanding the intricacies of financial markets is an integral part of the Finance Major. Unique in the GCC, the course work in our finance major incorporates main elements of the Chartered Financial Analyst (CFA) body of knowledge.

A degree in Finance prepares future professionals for careers in a wide range of industries and organizations including insurance companies, banks, government agencies, corporations, family businesses and others. Positions commonly held by finance graduates include:

- Investment Banker
- Portfolio Manager
- Financial Planner
- Securities Broker
- Real Estate Advisor
- Risk Manager
- Treasurer

Graduate Schools Students Attended:

University of California, Berkeley, ***USA***

George Washington University, ***USA***

McGill University, ***Canada***

London Business School, ***UK***

Aston University, ***UK***

Our students can value stocks, bonds, currencies and commodities live in our Trading Floor.

DID YOU KNOW?

" SBA creates an environment that inculcates and encourages intellectual curiosity, facilitates unparalleled career progression and ensures that aside from creating successful undergraduates, we walk out as truly global citizens. This holistic learning process has been critical in preparing me for the opportunities that lie ahead, opportunities that I couldn't have dreamed of had it not been for SBA."

Ramkumar Raman, *Finance Major*

"The professors in the Department of Finance are knowledgeable and are willing to give maximum support to their students. Not only did I graduate with the essential knowledge for a successful career in finance, but also with the required mindset and positive attitude to face the world. The intellectual freedom and autonomous environment allowed me to pursue my passion and seek every opportunity to grow."

Razan Alobaidi, *Finance Alumna*

DEPARTMENT OF **MANAGEMENT**

The Management Major is designed for students who want to gain a mix of the theoretical and practical knowledge and skills that will enable them to succeed as professional managers and leaders of the organization of the future. The focus is on learning the interpersonal, systems and strategic skills necessary to build and manage effective teams in both public and private organizations. Coursework in administrative theory, entrepreneurship, human resource management, international business, organizational behavior and project management (among others) emphasizes the processes of planning, organizing, leading and controlling organizations.

Graduate Schools Students Attended:

London School of Economics, ***UK***

Webster University, ***Austria***

IE Business School, ***Spain***

University of Waterloo, ***Canada***

Rochester Institute of Technology, ***USA***

WHY STUDY **THIS MAJOR?**

One of the most important skills any business professional can possess is the ability to effectively manage and lead others. Doing so requires developing solutions to complex problems, ranging from the budgetary to the strategic, using a variety of techniques and skills that are designed to lead to organizational and personal success. Career opportunities for graduates of this major are abundant, including:

- Business Consultant
- Entrepreneur
- General Management
- Government Administrator
- Human Resource Manager
- Project Manager
- Relationship Manager
- Business Development Manager

Management students have been recognized in international case competitions.

DID YOU KNOW?

"Being a management student I had the privilege of having a birdseye view of the corporate world, with management being the foundation of every major business unit. It has helped improve my interpersonal, negotiation and communication skills in order to become a more professional and effective leader. This has aided in my decision making and goal-setting practices."

Samaa Mustafa, *Management Major*

"Studying at American University of Sharjah was a fantastic and very rewarding educational experience. With a wide range of flexible courses and extremely knowledgeable and dedicated professors, AUS provided me with the best opportunity to learn, grow and become well-prepared to face corporate challenges."

Mahmoud Marak, *Management Alumnus*

Management

Marketing

DEPARTMENT OF **MARKETING & INFORMATION SYSTEMS**

Marketing: Marketing professionals help companies develop, optimize and advertise their product and service mix and add value by communicating particular attributes to clients and customers. Primary areas of marketing include E-commerce, digital marketing, fashion design and luxury brand management.

Our courses introduce students to the dynamic, exciting, media-driven, people-centered world of marketing. We teach students to understand and meet customers' needs and desires with an organization's products and services. Without successful marketing strategies, even the best products will not thrive in the marketplace. Thus, effective marketing is vital for the success of any organization, institution, business or country.

MIS: Many functional areas in the corporate and government world require profound MIS knowledge, which is typically applied in the areas of decision support systems, resource and people management applications, project management and database retrieval applications.

The Minor in Supply Chain Management focuses on the integration of information technologies and logistics into entrepreneurial opportunities for firms.

Our students are frequently carrying out marketing research for major companies.

DID YOU KNOW?

Graduate Schools Students Attended:

University of Toronto, ***Canada***

University of Warwick, ***UK***

University of Illinois at Chicago, ***USA***

University of Manchester, ***UK***

Cardiff University, ***UK***

Information Systems

WHY STUDY **THIS MAJOR?**

Marketing: Technological innovation promoted by smart marketing and the use of social media based strategies has become a major value driver in today's world of commerce. There is a wide range of career opportunities available, including:

- Brand Manager
- Consumer Analyst
- Marketing Manager
- Advertising and Promotion Manager
- Market Research Analyst
- Digital Marketer
- Retail Designer and Manager
- Product Manager

MIS: The development of analytical networks and intelligent business systems provides companies with a competitive advantage in today's increasingly digitalized world, providing MIS majors with a wide range of career opportunities such as:

- Management Analyst
- Database Administrator
- Software Systems Developer
- Systems Analyst
- Data Scientist
- Information Systems Manager
- Procurement Manager
- Supply Chain Manager

TESTIMONIALS

"The diverse range of courses and opportunities continue to be beneficial in adding to my academic and social development, as well as to my huge interest within the field of marketing."

Haya Akkad, *Marketing Major*

"The course offerings, whether in the form of major courses or electives, are cater to various industries and interests. Regardless of whether you're into sports, fashion, tourism, luxury or even retail, the Department of Marketing and Information Systems has a course for all of them."

Omar Ghanem, *Marketing Major*

SBA FACT

Faculty led student group won the Houston Technology Center Asia Innovation Award at the 2016 Bangkok Global Entrepreneurship competition.

Student Organizations

Being part of the SBA is not just about academics. It is about being part of a community consisting of students, faculty and staff that shares a set of common values and interests. While faculty and staff certainly do their very best to make students' learning experience as pleasant, challenging, inspiring and rewarding as possible, it is up to the students themselves to create an environment that fosters learning, the development of a group spirit and a sense of belonging to an exceptional business school.

The Dean's Business Team (DBT) was the first student organization that was created and run by students for students.

Over the years, each business major has launched its own discipline-focused student organization, namely The Accounting Society (TAS), Finance Executives (FiEx), Marketing and MIS Community (MMC), Student Economics Association (SEA), and The Management Initiative (TMI).

Student Activities

"For students by student" is the motto of our student organizations. Most events aim to increase student exposure to the business environment through competitions, seminars and corporate social responsibility (CSR) events. Typical events such as The Pitch, Dragon's Den and SBA Apprentice promote entrepreneurship, while the Socialize Marketing Challenge and Case Competitions reinforce academic knowledge. The yearly CSR initiatives, for example SBA Goes Pink and A for Autism, remind students of the need to give back to society.

Most events foster the interaction with the corporate community and allow for open discussions with executives of international companies such as Deloitte and Touche, KPMG, Ernst and Young, PwC, Morgan Stanley, Fedex, HSBC and L'Oréal. Educational competitions such as Beat the Clock, international trips to visit New York City and meeting the legendary investor Warren Buffett, or a Brexit study tour to London are typical examples of student-driven activities that add tremendous value to students' study experience at SBA.

Participation in international conferences such as the PRME Business & Peace Conference and the United Nations Global Compact Conference is also organized by our student organizations, as well as a Big Sister/Brother Program in which alumni provide support and advice for current business students. In addition, faculty and students collaborate on research and publish their work in a student journal.

International Student Exchange Program

Many of our business students have gained international experience during their studies at SBA either by taking an internship abroad or by participating in the AUS student exchange program. By adding one or more semesters of study abroad, our students not only broaden their academic horizon but, more importantly so, their personal horizon and understanding of other cultures and customs. In turn, students from highly reputable international institutions have added value to their degree programs by studying one or more semesters at SBA.

"Studying abroad takes you out of your comfort zone and changes your life forever. For me this was one of the best experiences of my life."

Huda AlSada, *Accounting Major, who studied abroad at University of Vermont, USA, during Spring 2015*

"Washington, DC, is the international arena for economics and politics. It is the epicenter of knowledge for students trying to make it 'big' in the respective fields. Spending a semester or two in the world's capital is certainly a knowledge booster for any student."

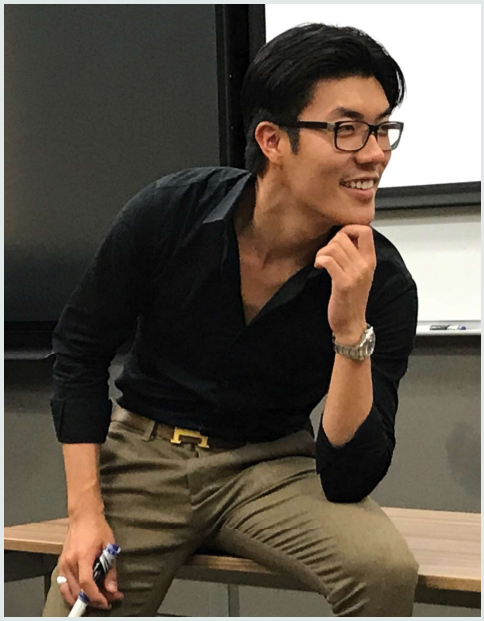
Salman Dossani, *Economics Major, who studied abroad at American University, Washington, DC, during Academic Year 2011-12*

As a Chinese national studying here in the United Arab Emirates, American University of Sharjah offers a diverse and accepting student body. The university has a very homey feeling; the student body is very welcoming, curious about Chinese culture, and inquisitive about the unknown rather than fearing it, strongly reflecting the university's culture of acceptance and diversity.

In my time at AUS, I have not met a professor I have not gotten along with. Be it conventional textbook studies or a more unconventional student-driven learning, the lectures are constantly a joy to attend as well as thoroughly educational.

Studying at American University of Sharjah provides a great platform for developing your professional career. Moreover, the culture of innovation is not only supported by the university, but organically integrated into the university culture, with Sheraa the Sharjah Entrepreneurship Centre set up on our campus. Consequently, at AUS students are able to make their visions and ideas a reality."

Min Xuan Guo , *Finance Major*



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We believe in high-quality academic education as the foundation for individual development as employees and global citizens. We set the bar high and strive for academic excellence to give SBA graduates an edge in the workplace.

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We believe in making a difference through our aspiration to be leaders in the Gulf region. We constantly engage with businesses and government so that our graduates will become future leaders and our faculty lead the way with cutting-edge scholarship.

Inclusiveness

We embrace diversity and the differences in point of view. Our students and faculty come from a wide range of cultural and ethnic backgrounds, which is strongly reflected in their academic and non-academic pursuits across the university. We promote a deeper understanding of different cultures, to support tolerance and respect.

Teamwork

We believe in value creation through teamwork. Members of a team with complementary strengths can solve problems effectively and in creative ways beyond the abilities of the individual. Skillfully managed, the team can truly be more productive than the sum of its parts.

Ethics

We believe in honesty, ethics and integrity. Following a code of honor is embedded in SBA studies from an early stage and translates into all aspects of our activities, whether studying, working or socializing. We develop ethical and responsible leaders who are committed to the common good.

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