



**His Highness Sheikh
Khalifa bin Zayed Al Nahyan,
President of UAE**



**His Highness Sheikh
Dr. Sultan Bin Mohammed Al Qassimi,
Member of the Supreme Council UAE &
Ruler of Sharjah**





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I. MESSAGE FROM THE FOUNDER PRESIDENT



Skyline University College (SUC) is a forerunner in recognizing the needs of the industry and meeting business requirements by developing human capital equipped with knowledge, skills, and values essential for good performance. Teaching pedagogy at SUC integrates knowledge with professional inputs from industry and orients the students with qualitative theoretical knowledge that enables them to use in practical situations. Established in the year 1990, SUC was set up with the vision of attaining academic excellence, professional education and competitive advantage in the field of higher education and business consultancy. SUC strives to keep pace with the changing trends in academic industry by preparing its students to meet the challenges in the global context. SUC revises its curriculum to meet the needs of the economic growth and development of UAE and the region.

Our mission is to impart knowledge and develop professional skills at BBA & MBA levels, thereby enabling students of diverse backgrounds to achieve their educational goals and develop their overall personalities to become effective and socially responsible business managers in dynamic national, regional and global environments.

SUC takes pride in its faculty, students and alumni who have time and again proven their mettle at the frontiers of knowledge and creativity across the spectrum of academic and professional activities by engaging in research and community services. The experiences of faculty members ensure exciting learning experience for the students through continuous involvement in the learning process.

I consider it a great opportunity, privilege and an honor to have established this progressive educational establishment and I am convinced that SUC is one of the eminent, accredited higher education institutions in the country.

I am positive that the pages that follow will guide you to choose the right options for building your personality and professional career. Our team of committed academicians and professional staff headed by the Dean look forward to welcoming you to Skyline University College and help you to shape your future, to turn your dreams into reality and to face the challenges ahead of you.

KAMAL PURI
FOUNDER PRESIDENT

II. DEAN'S MESSAGE



This catalog is a compendium of all information that you require to know about the Skyline University College (SUC) and its programs. SUC is one of the oldest institutions of higher education in the UAE, established in 1990. With a vision of Academic Excellence, Professional Knowledge and Competitive Advantage, SUC strives to groom its graduates to take the world head-on as efficient & effective business managers.

We take upon ourselves the responsibility of nurturing aspirants to become professionals with compassion for the community in all their endeavors. We wish that an SUC graduate excels in all walks of life and earn accolades both as a good human being and as a successful professional. The programs at SUC are so designed that incorporate general education, business education and specific specialization in a chosen field of study and provide ample opportunity to hone interpersonal and professional skills. SUC being a home grown institution understands the demands in the field of higher education well, within the UAE and the region as well as at the International level, and has assimilated in its courses the necessary ingredients for optimum outcome. To keep pace with changing times the curriculum is revised as and when required. An active industry academia relationship that forms the back-bone of such revision is maintained. Keeping close cooperation with business & industry has always been part of SUC academic philosophy.

SUC faculty is composed of experts having long experience of teaching and scholarly achievements. They have been drawn from a diversity of background bringing proven teaching methodology in the class room thereby delivering effectively. The students have responded well which is reflected in their professional lives once they join the work force. The SUC faculty, students and alumni have done us proud on numerous occasions.

SUC is located in the prestigious University City of Sharjah in a sprawling campus of forty acres. The campus is fully equipped with state of the art facilities for learning and extracurricular activities. The calendar of interesting activities keeps the campus a buzz throughout the academic year. One can enjoy learning in a relaxed environment to cherish the memories of student days for posterity.

I am sure you will get all the needed information in the pages that follow and take a smart decision. Your decision will chart the course of your future. We will be happy to welcome you and guide you through the semesters to ensure that you realize your dream and contribute meaningfully to the society.

Professor (Dr.) Amitabh Upadhya
Dean

III. SKYLINE UNIVERSITY COLLEGE BOARD OF GOVERNORS

- 1. Mr. Kamal Puri**
Founder President & Chairman of the Board, Skyline University College, UAE – Ex-officio
- 2. Mr. Ahmed Al Ashram**
Managing Director, Al-Ashram Group, UAE – Ex-officio
- 3. Dr. Ghanem Al Hajri**
Chairman, Sharjah Airport Authority, Sharjah, UAE
- 4. Mr. Dalal Sa'Adeddine**
Managing Director, Bin Majid Beach Hotel/Resort, Ras Al Khaimah, UAE
- 5. Mr. Ashok Kumar**
CEO, The Indian High School, Dubai
- 6. Mr. Nashat Farhan Sahawneh**
Chairman, Al Hamad Group
- 7. Dr. Ibrahim Barakah**
Principal, Al Shola Private School, Sharjah
- 8. Ms. Michelle Johnson**
National Director, Haynes Facilities Management Services, Dubai
- 9. Dr. Mouza Ghubash**
Director, Al Rewaq Cultural & Charity Association, Dubai

IV. OVERVIEW OF SKYLINE UNIVERSITY COLLEGE

Skyline University College (SUC) was established in 1990 in Sharjah, a city that has been recognized as a hub for education, culture and heritage by UNESCO. SUC was established under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, the member of the UAE Supreme Council and the Ruler of Sharjah. H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi has always supported SUC in its pursuit to offer high quality education. SUC believes in responding innovatively and effectively to train human resources and fulfill educational needs of industries like Aviation, Hospitality, Travel & Tourism, Information Systems, Marketing, Business Management and Finance sectors, and is presently one of the leading Universities in Northern Emirates.

The programs offered by SUC are fully approved and accredited by Ministry of Higher Education and Scientific Research, UAE. SUC offers Bachelor of Business Administration (BBA), majors in Travel & Tourism Management, Information Systems, International Business, Marketing and Finance and Master of Business Administration (MBA) Program, with emphasis in Marketing, Finance and Human Resource Management.

The campus of the SUC is spread over 40 acres of land which is located in University City of Sharjah. The campus is well equipped to cater to the needs of the students by offering programs which are intended to help the young managerial workforce meet the challenges of the new century by acquiring knowledge, skills and values in managing businesses. To fulfill the needs of industry, SUC has introduced Finance major in its BBA program and emphasis in HRM in its MBA program during the AY 2011-12 and intends to introduce emphasis in Strategic Leadership and Management in its MBA program along with Doctorate in Business Administration (DBA) in its program portfolio in the coming years. SUC has also started the weekend batches for its BBA and MBA programs in September 2011. The Institution has carved out a name for itself in the local, regional and international markets as a quality business education provider at a reasonable cost. In our endeavor to improve quality of our programs, regular evaluation is carried out by academic boards and IT services are enhanced and integrated to adequately support teaching in classrooms and research work to meet learning outcomes. To deliver Quality education, SUC has engaged terminal degree holders as full time faculty members from different nationality background having sufficient experience in this region.

To facilitate students from all backgrounds convenient timings are offered, placement opportunities are provided thereby having high employment rate, scholarship, student advising and feedback etc. are our strengths. The campus in University City of Sharjah, situated on the border of Sharjah and Dubai, features state-of-the-art academic and administrative blocks, a Sports Center, an adequately furnished library and computer labs are available to provide congenial learning environment.

The Institution has articulation agreements with various Colleges/Universities in Canada, UK, USA, Australia, New Zealand, Ireland, India, Pakistan etc., which facilitates the students to get transferred for further studies. SUC also maintains professional relationships with IATA-UFTAA, Association to Advance Collegiate Schools of Business (AACSB), Accreditation Council for Business Schools and Programs (ACBSP), Confederation of Tourism and Hospitality (CTH), Association of Chartered Certified Accountant (ACCA) and the World Tourism Organization (WTO).

V. LICENSURE & ACCREDITATION

Skyline University College, located in Sharjah, was officially licensed on 27th June 2000 by the Ministry of Higher Education and Scientific Research of the United Arab Emirates. SUC awards accredited degrees in BBA at undergraduate level with major in Travel and Tourism Management, International Business, Information Systems, Marketing and Finance and MBA at graduate level with emphasis on Marketing, Finance and Human Resource.

VI. INSTITUTIONAL VISION, MISSION & PURPOSES

VISION

The University College will strive to enhance its quality, size and diversity while developing three main attributes:

a. Academic Excellence

Achieving excellence in academic standards to enhance the University College's academic standing for the benefit of students and society;

b. Professional Education

Enriching students' professional education experiences to enhance the employment skills which will enable graduates to pursue and develop successful lifelong careers;

c. Competitive Advantage

Promote competitive advantage of the University College through education, training and academic consultancy;

MISSION

The Mission of Skyline University College is to impart knowledge, develop professional skills and inculcate values at higher education level, enabling students of diverse background to achieve their academic goals and develop overall personality to become effective and socially responsible business managers in a dynamic national, regional and global environment.

PURPOSES

- a.** To continue to operate as a private University College, committed to serve with dedication in the field of higher education, and prepare students to contribute to the betterment of business and society
- b.** To offer quality education to a diverse student body enrolled nationally, regionally and globally, irrespective of race, color, gender, religion, physical disabilities and age
- c.** To orient the students with business knowledge through BBA & MBA Programs, thereby grooming them for suitable career opportunities in business fields nationally, regionally and globally
- d.** To integrate general education with business education at the BBA level in order to develop professional attitude among SUC graduates
- e.** To further enhance higher order skills of leadership, analysis and decision making
- f.** To develop the complete personality of the student through quality education & extra-curricular activities that will enable them to serve society optimally
- g.** To employ faculty and staff from various cultural, educational, research backgrounds and work experience
- h.** To conduct various faculty and staff development programs in order to meet challenges posed by the dynamic business environment
- i.** To provide required support services conducive to its academic needs by regularly updating learning resources and integrating with new technology
- j.** To develop and maintain significant networks between SUC, alumni and industry
- k.** To continue to maintain meaningful relationship with the community through socially responsible activities

VII. WHY SKYLINE?

INSTITUTIONAL STANDING

SUC was established in the year 1990 and since then it has been one of the leading higher education institution in the northern emirates.

ACCREDITATION

Skyline University College is approved and its programs are accredited by the Commission on Academic Accreditation (CAA) of the Ministry of Higher Education & Scientific Research (MOHESR), UAE.

ACADEMICS

SUC offers qualitative educational programs that are current and relevant to the dynamic global business environment.

FACULTY

All faculty members hold Ph.D. degrees in their respective area of specialization.

PROGRAMS

SUC offers Bachelor in Business Administration (BBA) with majors in Travel and Tourism Management, Information Systems, Marketing, International Business, Finance and Masters of Business Administration (MBA) with Emphasis on Marketing, Finance and Human Resource Management.

ACADEMIC ADVISING

Faculty members are more than just teachers, they also provide academic advising to students, enable them to adjust to the higher education learning environment and to progress successfully throughout study period.

INDUSTRY LINKS

SUC takes proactive steps to maintain its relationship with industries, to keep abreast its curriculum with latest developments, to provide suitable employment and to provide internship opportunities to students.

INTERNSHIP/PRACTICUM

SUC's BBA program has an inbuilt internship / practicum which provide industry exposure to all its students according to their majors. This helps the students to relate classroom learning with hands-on industry experience.

PLACEMENT CELL

SUC has a dedicated placement cell, which actively works to find suitable employment opportunities to graduating students and furthering their higher education needs. SUC has graduated more than 5000 students till date.

TUITION FEES

SUC offers competitive and affordable education with a facility to pay tuition fees conveniently in monthly installments.

SCHOLARSHIP

SUC offers academic and need based work-study scholarships to the eligible students. SUC also associates with various government and private institutions for allocation of scholarship fund to encourage academically good but financially weak student to pursue their higher education.

EXTRA CURRICULAR ACTIVITIES

The Campus provides a wealth of opportunities for complete personality development, which includes sports activities, cricket ground, football ground, gym facilities, year round cultural activities, debate competitions etc.

LOCATION

The Campus is strategically located in the University City of Sharjah, reachable easily from the city center of Dubai, Ajman and other Emirates.

HOSTEL

SUC provides fully-furnished, safe and secure hostel facilities for both male and female students on single and twin sharing basis.

TRANSPORTATION

The Campus provides air-conditioned transport facilities at an additional fee.

VIII. BBA PROGRAM

a. BBA PROGRAM OVERVIEW

Skyline University College conducts an undergraduate program leading to the award of Bachelor of Business Administration (BBA) degree with different majors equipped to meet the needs of dynamic national, regional and global business environments. A student studying Bachelor Business Administration will be exposed to all fields of business education that includes General Education, Information Systems, Business and Management Education.

b. BBA PROGRAM RATIONALE

The Business in Gulf and UAE in specific has witnessed tremendous growth in business activities in the recent years. Though Oil and Gas are Emirate's main industries, which underpin the country's considerable prosperity, yet, trade and tourism have become the key engines of growth. The United Arab Emirates remains one of the region's economic powerhouses, despite the global slow-down. Its plentiful hydrocarbon resources and successful diversification drive makes it an economy with apparent robust prospects. As a member of the Gulf Cooperation Council (GCC), the UAE participates in the wide range of GCC activities that focus on economic issues. These include regular consultations and development of common policies covering trade, investment, banking & finance, transportation, telecommunications, and other technical areas, including protection of intellectual property rights. Many of the world's leading companies have now set up branch offices, and even changed headquarters to, the UAE. Despite having the fourth largest oil reserves in the world, the oil sector accounts for less than a third of the UAE's GDP. Trade, tourism, real estate and the growing financial, manufacturing and services sector are key non-oil drivers of the economy. Continuous economic growth coupled with increasing population rate from more than 185 nationalities has given a substantial contribution to business in the UAE.

This scenario calls for quality business education for developing human capital to fulfill the needs of various business activities. One of the most important drivers of any successful economy is its human resources and with the visible trends it is imperative now to have international quality higher education in business management made available in the UAE.

c. BBA GOALS

- i. To improve skills in effective business communication, problem solving, decision making, computer and numerical capabilities.
- ii. To equip students with advanced business acumen that helps them understand the key business functions and the links between them.
- iii. To stimulate higher order thinking skills among students; required to specialize in their respective areas of study.
- iv. To develop competitive skills and competencies of students through meaningful industry interaction, thereby improving their employability.
- v. To provide a conducive value based learning environment to the students during their study and inculcate a habit of lifelong independent learning for continuous growth and development.

d. BBA OBJECTIVES

Students will be able to:

- i. **Demonstrate** an understanding of the relationship between business, culture, values & ethics and services to community.
- ii. **Comprehend** various business functions and their relationships.
- iii. **Develop** skills in communication, mathematics and computers to meet business requirements.
- iv. **Develop** capacity for critical enquiry, logical thinking, and analytical skills.
- v. **Apply** acquired knowledge in business environment.
- vi. **Synthesize** theory and practice within the sphere of their respective areas of majors for effective decision making.

e. BBA CURRICULUM

SUC ensures that the BBA curriculum is distinctive and superior in nature. It significantly extends the knowledge and nurtures intellectual maturity to probe into the depths of knowledge and to specialize in skills with a sense of creative independence. The student is thus enabled to accomplish the goals as anticipated in the program and transfer them to the professional areas.

The BBA program is carefully planned and directly related and appropriate to the mission and purposes of the institution as well as the goals and objectives of the degree program. As far as the BBA program instruction is concerned, SUC adequately supports and critically evaluates experimental and teaching methods to improve instruction, ensures that each student enrolled

in the course receives a Course Delivery Package (CDP) on the first day of the class that includes the following:

- i. Syllabus
 1. Credit hours
 2. Pre Requisites
 3. Course description
 4. Learning outcomes
 5. Course contents
 6. Academic strategies
 7. Course policies
 8. Class Schedule
 9. Mode of Assessment
 10. Information on core text

Moreover, SUC uses regular evaluation of all courses; instructional pedagogy and feedback through a well developed Institutional Effectiveness System.

f. BBA CURRICULUM REQUIREMENTS

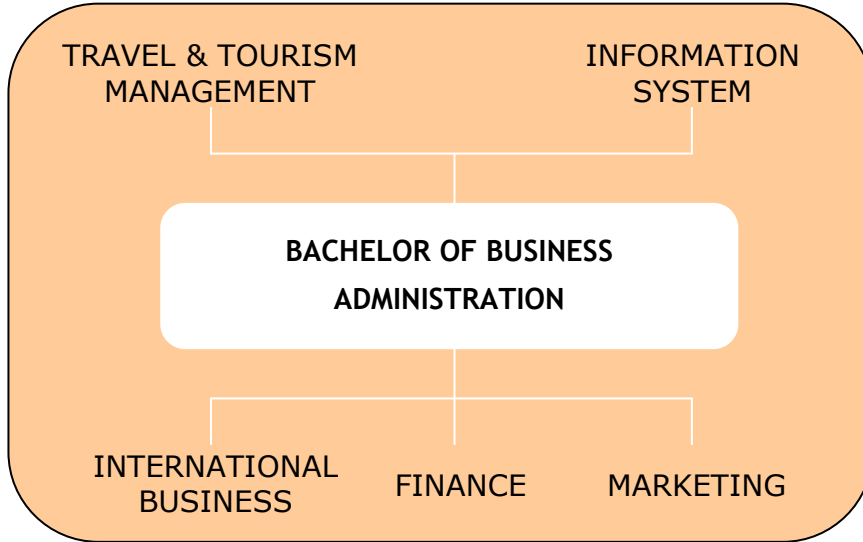
The curriculum provides the student with General Education, core study in Business Administration (business program requirements) and a major field of study (major requirements).

All students pursuing a Bachelor Administration (BBA) Program must complete the following requirements:

	No. of Credits	No. of Courses
General Education	36	13
Business Education	57	19
Dissertation	3	1
Internship/Internship Project	3	1
Majors	21	7
Total Requirements	120	41

***Note: General Study is a 2 credit course and Community Service is a 1 credit course.**

MAJOR AREAS



GENERAL EDUCATION

INTRODUCTION

The general education program at the BBA level is designed to develop a well rounded personality. The courses aim at improving communication & interpersonal skills along with instilling in students lifelong learning attitude. An all inclusive knowledge base is provided to the students encompassing science; computing, humanities, and culture inculcate a sensitive and scientific temper in the young professionals.

GOALS

- a. To improve communication skills in English language.
- b. To develop evaluation skills by using quantitative procedures for logical thinking in business environment.
- c. To develop an understanding of cultural diversity, social responsibility and ethical values.
- d. To develop a scientific temper among students by introducing them to the basic concepts of natural sciences.
- e. To enable students to use Information Systems tools in business applications.
- f. To develop well-rounded personalities in students enabling them to pursue excellence in career.

OBJECTIVES

Student will be able to:

- a. **Comprehend** human civilization, culture, ethical values, and religion, with a view to understanding of the global community.
- b. **Develop** skills in business communication.
- c. **Develop** skills in problem solving through the application of both critical thinking techniques and mathematical & statistical tools.
- d. **Develop** understanding of the basic scientific principles for application in decision-making.
- e. **Demonstrate** skills of information technology in effective data processing and analyzing.

GENERAL EDUCATION COURSES

CODE	COURSE	CREDITS
CIS101	COMPUTER SKILLS-I	3
GEN101	GENERAL STUDY SKILLS	2
ENG101	ENGLISH COMPOSITION	3
GEN102	COMMUNITY SERVICES & SPORTS	1
ENG112	BUSINESS COMMUNICATION	3
MAT101	BUSINESS MATHEMATICS	3
HUM101	ISLAMIC CULTURE	3
HUM102	CRITICAL THINKING & PROBLEM SOLVING	3
MAT112	BUSINESS STATISTICS	3
HUM201	INTRODUCTION TO HUMANITIES	3
SCI201	GENERAL SCIENCE	3
CIS211	COMPUTER SKILLS-II	3
ENG211	ADVANCED ENGLISH COMPOSITION	3
Total credits required in General Education		36

BUSINESS EDUCATION

INTRODUCTION

The Business Education Program aims at providing conceptual background to the students in core business & management areas. Program contents have been designed to expose students to the functions of business, organization structure & design, finance and legal aspects of business towards developing an attitude for conducting and leading business enterprises effectively and innovatively.

GOALS

- a. To develop business competencies among students to meet the challenges of business environment.
- b. To develop conceptual clarity of business management processes in the functional areas.
- c. To develop business decision making skills through business analytics.
- d. To develop research skills in understanding business trends and practices.
- e. To inculcate values and ethical behavior necessary for conducting business.

OBJECTIVES

Student will be able to:

- a. **Gain** knowledge of economics, finance, management, marketing & business systems.
- b. **Demonstrate** understanding of multicultural & ethical issues in business and management practices.
- c. **Develop** skills in business management and research techniques.
- d. **Analyze** micro and macro business environments for effective decision making and formulating business strategies.
- e. **Relate** best practices in industry through professional interaction.

CORE COURSES

CODE	COURSE	CREDIT
ACC101	PRINCIPLES OF ACCOUNTING-I	3
ECO101	MICRO ECONOMICS	3
ACC211	PRINCIPLES OF ACCOUNTING-II	3
ECO211	MACRO ECONOMICS	3
FIN211	PRINCIPLES OF FINANCE	3
LAW201	BUSINESS LAW-I	3
MGM201	PERSPECTIVES OF MANAGEMENT	3
MKT221	PRINCIPLES OF MARKETING	3
MGM311	ORGANIZATIONAL BEHAVIOR	3
BUS311	BUSINESS RESEARCH METHODS	3
MGM313	OPERATIONS MANAGEMENT	3
BUS303	BUSINESS ETHICS	3
BUS412	DISSERTATION – I	3
BUS413	INTERNATIONAL BUSINESS	3

CAPSTONE COURSES

CODE	COURSE	CREDIT
MGM412	STRATEGIC MANAGEMENT (C,S)	3
BUS414 OR BUS425	INTERNSHIP / PRACTICUM (C,S) OR INTERNSHIP PROJECT (C,S)	3

ELECTIVES – CHOOSE ANY FIVE

CODE	COURSE	CREDITS
MKT311	MARKETING MANAGEMENT (E)	3
LAW311	BUSINESS LAW-II (E)	3
BUS304	CROSS CULTURAL COMMUNICATION (E)	3
BUS312 OR MGM312	ENTREPRENEURSHIP (E, P) OR CUSTOMER RELATIONS MANAGEMENT(E)	3
MGM411	MANAGEMENT OF HUMAN RESOURCES (E)	3
BUS411	INNOVATION (E, P)	3
Total credits required in Business Education		63

P – Protected
S – Senior Level
C – Capstone
E – Elective

TRAVEL AND TOURISM MANAGEMENT

INTRODUCTION

The leisure and tourism industry is one of the leading global economic activities, and the largest employer worldwide. The WTTC (World Travel and Tourism Council) has, in its long-term forecast predicted the number of international travelers alone doubling from 700 million to 1.6 billion, in near future.

The tourism sector in UAE is in the forefront of the entire Gulf and the Middle East region. Tourism remains primary contributor to the GDP in the region. Tourism finds place of pride in long term strategic plans for development of UAE. The country has made its mark as a safe destination extending the traditional 3'S' (Sun, Sand & Sea) factor of destination attraction to 5'S' which includes Safety and shopping as a major feature for the UAE visitors.

Tourism Major produces skilled manpower which meets the exponential growth in the air-transport, accommodation, tour operation, MICE and retail sectors in the region & worldwide.

GOALS

- a. To develop conceptual knowledge of tourism impacts for an appreciation of sustainable development.
- b. To develop an overall understanding of the dynamics of tourism sector.
- c. To develop understanding of travel and tourism marketing, planning and policy perspectives at national and international levels.

OBJECTIVES

Students will be able to:

- a. **Comprehend** concepts of tourism systems and its impacts on economy, culture and environment for tourism development.
- b. **Apply** skills of management for managing various components of tourism industry.
- c. **Evaluate** the implications of policy and planning pertaining to tourism destination management.
- d. **Integrate** Information Communication Technology in travel, tourism & hospitality for effective operations and management.
- e. **Plan** and organize travel & tour operations.

CORE COURSES

CODE	COURSE	CREDITS
TAT301	FOUNDATIONS OF TOURISM	3
TAT302	AIR TRAVEL OPERATIONS (P)	3
TAT303	TRAVEL AGENCY OPERATIONS & TOURS	3
TAT401	MANAGEMENT OF TOURISM ENTERPRISES	3
TAT412	IMPACTS OF TOURISM	3

CAPSTONE COURSES

CODE	COURSE	CREDITS
TAT414	TOURISM POLICY PLANNING & DEVELOPMENT (C,S)	3

ELECTIVES – CHOOSE ANY ONE

CODE	COURSE	CREDITS
MKT413	MARKETING SERVICES (E,P)	3
TAT423	E – TOURISM (E)	3
TAT415	MANAGEMENT OF HOSPITALITY INDUSTRY (E)	3
Total credits required in major		21

P – Protected
S – Senior Level
C – Capstone
E – Elective

INFORMATION SYSTEMS

INTRODUCTION

The role of IT enabled applications in various Business Enterprises is growing consistently over the years. Increasing number of organizations is adopting various Intelligence systems in their processes. This scenario is expected to provide job opportunities in IT related services in UAE. Also, many multinational companies have started looking to UAE as one of their strategic options in their expansion plan.

Information Systems major is designed to meet the needs of today's business, to effectively use it for decision making and efficient running of the business in a competitive environment. This program is intended to utilize the emerging concepts in Information System.

GOALS

- a. To develop understanding of Information Systems in major business functions and processes.
- b. To develop understanding of uses and designs of Information systems in an organization
- c. To develop business decision making skills by applying various Information Systems methods
- d. To develop understanding of ethical use of Information Systems.

OBJECTIVES

Students will be able to:

- a. **Understand** emerging trends in Information Systems.
- b. **Comprehend** organizational settings in which Information Systems are used, including major business functions and processes.
- c. **Demonstrate** understanding of Information systems, business intelligence systems and application of Information systems project management.
- d. **Apply** web programming, computer networking, and database management systems skills for business operations.
- e. **Analyze** the system requirements for IS adoption in organizations.
- f. **Evaluate** impacts of internet security.

CORE COURSES

CODE	COURSE	CREDITS
CIS301	INTRODUCTION TO INFORMATION SYSTEMS	3
CIS302	DATABASE MANAGEMENT SYSTEMS	3
CIS313	PROGRAMMING	3
CIS401	ESSENTIAL OF COMPUTER NETWORK	3
CIS402	INFORMATION SYSTEMS PROJECT MANAGEMENT	3

CAPSTONE COURSES

CODE	COURSE	CREDITS
CIS424	OBJECT ORIENTED ANALYSIS & DESIGN (C,S)	3

ELECTIVES – CHOOSE ANY ONE

CODE	COURSE	CREDITS
CIS413	E-COMMERCE (E)	3
CIS415	WEB DESIGN AND DEVELOPMENT (E)	3
CIS416	BUSINESS INTELLIGENCE (E,P)	3
Total credits required in major		21

P – Protected
S – Senior Level
C – Capstone
E – Elective

INTERNATIONAL BUSINESS

INTRODUCTION

The UAE by virtue of its location between Asia major and African continents provide crucial advantage for exports and re-exports from this region. In addition to the location advantage the economic policies on imports and exports and free zone facilities extended to manufacturing, trading and logistics for products and service sector has led to an exponential growth in foreign direct investments and foreign trading activities. To understand and operate international business transactions and to participate in strategic management decision process, qualified manpower in this field is required. This major provides the details of operations and management of international business in its various dimensions & contexts and equips the students to execute their responsibilities. The major in International Business gives students an opportunity to focus and understand how business is conducted on a global scale, and how it is different from a domestic enterprise.

GOALS

- a. To develop an understanding of international business operations.
- b. To enable students understand the role of direct foreign investments, international monetary agencies and international trade organizations.
- c. To provide awareness of the best practices in international business decision making of the functional areas of management including business projects.
- d. To develop an understanding of issues in international business strategies and multicultural influences.

OBJECTIVES

Students will be able to:

- a. **Comprehend** operations of international trade organizations.
- b. **Comprehend** techniques of logistics & supply chain management.
- c. **Demonstrate** skills in managing clients and customer relationships globally.
- d. **Apply** functions, tools and techniques of international business operations.
- e. **Apply** knowledge and skills in the areas of project planning, scheduling, budgeting and controlling.
- f. **Evaluate** policies and formulate appropriate strategies for international business organizations.

CORE COURSES

CODE	COURSE	CREDITS
IBS311	ECONOMICS OF INTERNATIONAL BUSINESS	3
IBS302	PRINCIPLES & PRACTICES OF EXPORTING	3
IBS323	IBDM – QUANTITATIVE METHODS (P)	3
IBS411	INTERNATIONAL FINANCE	3
MKT401	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3

CAPSTONE COURSES

CODE	COURSE	CREDITS
IBS424	INTERNATIONAL MANAGEMENT (C,S)	3

ELECTIVES – CHOOSE ANY ONE

CODE	COURSE	CREDITS
IBS403	INTERNATIONAL BANKING (E)	3
IBS412	BUSINESS PROJECT MANAGEMENT (E)	3
MKT413	MARKETING SERVICES (E,P)	3
Total credits required in major		21

P – Protected
S – Senior Level
C – Capstone
E – Elective

MARKETING

INTRODUCTION

The UAE is significantly moving away from oil dependent economic activities in the recent past and it is making its presence felt extensively in the fields of brand management, marketing research, advertising, retail trading, investment & retail banking, travel & tourism industry, events management, logistics & supply chain management and marketing of various other services products. All these sectors require qualified and trained manpower in the relevant fields of Marketing.

The major in marketing is intended to prepare students to comprehend basic marketing concepts in the initial phase. As it progresses, it is aimed at students understanding various facets of marketing in the ever-changing, modern business environment. This major infuses pragmatism into the theory. The purpose of this program is to empower students to continue higher academic pursuits in marketing as well as to utilize the concepts in their work contexts.

GOALS

- a. To develop an understanding of various dimensions of marketing concepts to analyze national & international market situations.
- b. To develop skills to communicate with target markets.
- c. To develop understanding of marketing processes and operations of distribution & supply chain management to effectively reach the customers.
- d. To develop analytical thinking, evaluating and solving marketing management problems.

OBJECTIVES

Students will be able to:

- a. **Comprehend** concepts of principles and theories of marketing functions.
- b. **Demonstrate** marketing skills, tools and techniques for problem solving in marketing operations.
- c. **Apply** marketing concepts and research techniques to analyze market trends.
- d. **Plan**, analyze, implement and evaluate the marketing programs under various situations of businesses.
- e. **Evaluate** policies and formulate appropriate strategies for international business organizations.

CORE COURSES

CODE	COURSE	CREDITS
MKT312	CONSUMER BEHAVIOUR	3
MKT313	MARKETING COMMUNICATION	3
MKT314	MARKETING RESEARCH	3
MKT401	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3
MKT412	RETAIL MARKETING	3

CAPSTONE COURSES

CODE	COURSE	CREDITS
MKT414	INTERNATIONAL MARKETING (C,S)	3

ELECTIVES – CHOOSE ANY ONE

CODE	COURSE	CREDITS
MKT413	MARKETING SERVICES (E,P)	3
MKT415	ADVERTISING MANAGEMENT (E)	3
MKT416	SALES PLANNING (E)	3
Total credits required in major		21

P – Protected
S – Senior Level
C – Capstone
E – Elective

FINANCE

INTRODUCTION

The Bachelor of Business Administration program with major in Finance is designed to develop an understanding of the functional and operational areas of finance. It emphasizes the role of information technology in developing problem solving and decision - making skills in effective discharge of responsibilities. Accounting and finance being an important area of business with multiple stakeholders, the importance of ethical behavior is adequately emphasized in this major. With UAE becoming a financial hub, the program is intended to address the requirement of skilled labor in the area of accounting and finance at the regional and global level.

GOALS

- a. To develop understanding of accounting function and process of ethical financial decision making.
- b. To develop understanding of the function and role of financial markets & financial institutions.
- c. To develop understanding of corporate finance and portfolio investments
- d. To develop understanding of Islamic finance.

OBJECTIVES

Students will be able to:

- a. **Understand** the structure and functioning of financial system including Islamic Finance.
- b. **Comprehend** the importance of ethics in discharging accounting and finance functions.
- c. **Demonstrate** skills of preparing, presenting and analyzing financial statements.
- d. **Demonstrate** the use of technology in the areas of accounting.
- e. **Analyze** financial management issues with respect to the organizational perspective.
- f. **Evaluate** investment decisions, capital structure and working capital management.

CORE COURSES

CODE	COURSE	CREDIT
FIN311	FINANCIAL MARKETS & INSTITUTIONS	3
FIN312	FINANCIAL STATEMENT ANALYSIS	3
FIN313	CORPORATE FINANCE	3
FIN411	RISK MANAGEMENT	3
FIN412	FUNDAMENTALS OF INVESTMENTS	3

CAPSTONE COURSES

CODE	COURSE	CREDIT
FIN426	APPLIED PROJECT IN FINANCE (C,S)	3

ELECTIVE – CHOOSE ANY ONE

CODE	COURSE	CREDIT
FIN413	ACCOUNTING INFORMATION SYSTEM (E,P)	3
FIN414	DERIVATIVES (E)	3
FIN415	ISLAMIC FINANCE (E)	3
Total credits required in major		21

P – Protected
S – Senior Level
C – Capstone
E – Elective

IX. PROJECTED SEMESTER WISE PLAN (WEEKDAY & WEEKEND)

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE					
CODES	COURSES	SEMESTER WISE			
		FALL 12	SPRING 13	FALL 13	SPRING 14
ACC101	Principles of Accounting-I	#			
CIS101	Computer Skills-I	#			
GEN101	General Study Skills	#			
ENG101	English Composition	#			
GEN102	Community Services & Sports	#			
MAT101	Business Mathematics	#			
ECO101	Micro Economics		#		
ENG112	Business Communication		#		
HUM101	Islamic Culture		#		
HUM102	Critical Thinking & Problem Solving		#		
MAT112	Business Statistics		#		
ACC211	Principles of Accounting-II			#	
ECO211	Macro Economics			#	
HUM201	Introduction to Humanities			#	
MGM201	Perspectives of Management			#	
SCI201	General Science			#	
CIS211	Computer Skills-II				#
ENG211	Advanced English Composition				#
FIN211	Principles of Finance				#
LAW201	Business Law-I				#
MKT221	Principles of Marketing				#

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE

INTERNATIONAL BUSINESS

CODES	COURSES	SEMESTER WISE			
		FALL 14	SPRING 15	FALL 15	SPRING 16
BUS311	Business Research Methods	#			
MGM311	Organizational Behavior	#			
MKT311	Marketing Management(E)	#			
IBS311	Economics of International Business	#			
BUS312	Entrepreneurship*(E,P)	#			
MGM312	Customer Relation Management*(E)	#			
LAW311	Business Law-II*(E)				
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
IBS302	Principles & Practices of Exporting		#		
IBS323	IBDM - Quantitative Methods (P)		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation-I			#	
MKT401	Logistics & Supply Chain Management			#	
IBS411	International Finance			#	
MKT413	Marketing Services *(E,P)				
BUS414	Internship/Practicum (C,S) or				#
BUS425	Internship Project (C,S)				#
BUS413	International Business				#
MGM412	Strategic Management (C,S)				#
IBS424	International Management (C,S)				#
IBS403	International Banking*(E)				#
IBS412	Business Project Management*(E)				#

"COURSES IN OFFER"

* "CHOOSE ANY 1 FROM 300 LEVEL COURSES AND ANY 1 FROM 400 LEVEL COURSES"

E – Elective; C – Capstone Course; S – Senior Status; P – Protected Course

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE

TRAVEL & TOURISM MANAGEMENT

CODES	COURSES	SEMESTER WISE			
		FALL 14	SPRING 15	FALL 15	SPRING 16
BUS311	Business Research Methods	#			
MGM311	Organizational Behavior	#			
MKT311	Marketing Management(E)	#			
TAT301	Foundation of Tourism	#			
BUS312	Entrepreneurship*(E,P)	#			
MGM312	Customer Relation Management*(E)	#			
LAW311	Business Law-II*(E)	#			
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
TAT302	Air Travel Operations (P)		#		
TAT303	Travel Agency Operations & Tours		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation-I			#	
TAT401	Management of Tourism Enterprises			#	
TAT412	Impacts of Tourism			#	
MKT413	Marketing Services *(E,P)				#
BUS414	Internship/Practicum (C,S) or				#
BUS425	Internship Project (C,S)				#
BUS413	International Business				#
MGM412	Strategic Management (C,S)				#
TAT423	E-Tourism*(E)				#
TAT414	Tourism Policy Planning & Development(C,S)				#
TAT415	Management of Hospitality Industry*(E)				#

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PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE

INFORMATION SYSTEMS

CODES	COURSES	SEMESTER WISE			
		FALL 14	SPRING 15	FALL 15	SPRING 16
BUS311	Business Research Methods	#			
MGM311	Organizational Behavior	#			
MKT311	Marketing Management(E)	#			
CIS301	Introduction to Information Systems	#			
BUS312	Entrepreneurship*(E,P)	#			
MGM312	Customer Relation Management*(E)	#			
LAW311	Business Law-II*(E)	#			
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
CIS302	Database Management Systems		#		
CIS313	Programming		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation-I			#	
CIS401	Essentials of Computer Network			#	
CIS402	Information Systems Project Management			#	
BUS414	Internship/Practicum (C,S) or				#
BUS425	Internship Project (C,S)				#
BUS413	International Business				#
MGM412	Strategic Management (C,S)				#
CIS413	E Commerce(E)				#
CIS424	Object Oriented Analysis & Design (C,S)				#
CIS415	Web Design and Development*(E)				#
CIS416	Business Intelligence *(E,P)				#

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PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE

MARKETING

CODES	COURSES	SEMESTER WISE			
		FALL 14	SPRING 15	FALL 15	SPRING 16
BUS311	Business Research Methods	#			
MGM311	Organizational Behavior	#			
MKT311	Marketing Management(E)	#			
MKT312	Consumer Behavior	#			
BUS312	Entrepreneurship *(E)	#			
MGM312	Customer Relation Management* (E)	#			
LAW311	Business Law-II*(E)	#			
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
MKT313	Marketing Communication		#		
MKT314	Marketing Research		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation-I			#	
MKT401	Logistics & Supply Chain Management			#	
MKT412	Retail Marketing			#	
BUS414	Internship/Practicum (C,S) or				#
BUS425	Internship Project (C,S)				#
BUS413	International Business				#
MGM412	Strategic Management (C,S)				#
MKT413	Marketing Services*(E,P)				#
MKT414	International Marketing (C,S)				#
MKT415	Advertising Management*(E)				#
MKT416	Sales Planning *(E)				#

"COURSES IN OFFER"

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E – Elective; C – Capstone Course; S – Senior Status; P – Protected Course

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2012 INTAKE

FINANCE

CODES	COURSES	SEMESTER WISE			
		FALL 14	SPRING 15	FALL 15	SPRING 16
BUS311	Business Research Methods	#			
MGM311	Organizational Behavior	#			
MKT311	Marketing Management(E)	#			
FIN311	Financial Markets & Institutions	#			
BUS312	Entrepreneurship *(E,P)	#			
MGM312	Customer Relation Management*(E)	#			
LAW311	Business Law-II*(E)	#			
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
FIN312	Financial Statement Analysis		#		
FIN313	Corporate Finance		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation-I			#	
FIN411	Risk Management			#	
FIN412	Fundamentals of Investment			#	
BUS414	Internship/Practicum (C,S) or				#
BUS425	Internship Project (C,S)				#
BUS413	International Business				#
MGM412	Strategic Management (C,S)				#
FIN415	Islamic Finance(E)				#
FIN426	Applied Project in Finance (C,S)				#
FIN413	Accounting Information System *(E,P)				#
FIN414	Derivatives*(E)				#

"COURSES IN OFFER"

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E – Elective; C – Capstone Course; S – Senior Status; P – Protected Course

X. REGISTRATION PROCESS

ADMISSION REQUIREMENTS

SUC follows a non-discriminatory policy to admit all such students, who have completed the General Secondary School Certificate of UAE or its equivalent as per International Grade Conversions published by the World Education Services Inc. (www.wes.org) SUC follows a non-discriminatory policy to admit all such students, who have completed the General Secondary School Certificate of UAE or its equivalent as per International Grade Conversions published by the World Education Services Inc. (www.wes.org), subject to availability of seats. The Administration Department plans for the number of seats for each major and the Committee of the Executive Council approves the proposed plan of seats at the beginning of each academic year.

a. ENTRY REQUIREMENTS

An applicant seeking admission for BBA program is required to fulfill the following conditions:

i. HIGH SCHOOL GRADE

1. Prospective student should have 60% marks in the secondary school of UAE or its equivalent as per the International Grade Conversions published by World Education Services Inc. (www.wes.org). Student having any equivalent qualification from an institution in UAE must get the documents attested by the Ministry of Education and Youth. For qualifications obtained from abroad, attestation is required from the relevant authorities of that country.
2. Seven subjects of IGCSE/GCSE/GCE (O-Level) with grade 'C' or above (AS-Level) with grade 'D' or above (A-Level) with grade 'E' or above. All documents require attestation from the competent authorities.
3. Holders of UAE Secondary School Certificate who have scores below the required level (minimum of 60%), and do not meet the regular admission requirements, may go through the Foundation Program to prepare themselves for higher studies in their chosen field.
4. On passing the Foundation Program, the student's Certificate will be recognized and attested by the MOHESR. This may be used for progression to Higher Education within the institution offering the Foundation Program, or for entry to other receiving institutions, provided the student meets the admission requirements set for specific programs at that institution.
5. English competency required as the exit standard is TOEFL 500 (or IELTS 5.0) for those intending to enter Higher Education programs delivered in English,

and TOEFL 400 (or IELTS 4.0) for those intending to join programs offered in Arabic. Note that Institutional TOEFL is NOT ACCEPTABLE.

6. The Foundation Program does not apply to students who hold High School Certificates from other systems of Education (British GCE / IGCSE or American Diploma). Students falling under this category will need to meet the minimum admission requirements set forth in the Ministerial Decree's 200/2004 and 133/2005.

ii. PROVISIONAL ADMISSION

The Dean reserves the right to admit a student on Provision (e.g. special cases where the student may not have satisfied all the admission requirements). In such a case, the student must have an average of not less than 60% marks in the secondary school level of UAE or its equivalent.

Provisional admission is not applicable to UAE board students holding certificates after 2006 having less than 60% marks.

1. The number of students admitted on provision may not exceed 15% of the total intake. If a student is admitted on provision, he or she must obtain a Grade Point Average (GPA) of 2.0 on a scale out of 4.0 upon successfully completing 12-15 credits taken during the first semester of his/her study as well as not failing in any of the courses taken in the first semester of study, otherwise the SUC reserves the right to cancel the student's admission.
2. If any student is admitted under provisional status and at the same time failed in the Mathematical ability placement test of the SUC, may not be allowed to have simultaneous progression in the BBA program, in this scenario, student is required to complete the Numeracy preparatory course prior to progressing in BBA program. Moreover, provisionally admitted students will not be granted TOC for the courses, which are in offer in the first semester.

Exception: Students holding diploma from any accredited institution in UAE having 50% and above in the secondary school level of UAE or its equivalent will be admitted to the SUC. However such students will be required to undergo the English Language proficiency test as per the MOHESR criteria.

iii. PLACEMENT REQUIREMENTS

All candidates seeking admission to SUC BBA curriculum must take and pass proficiency examination in English and Mathematics.

1. ENGLISH LANGUAGE PROFICIENCY (TOEFL EXAM)

Prospective Students having English as their first language are not required to appear for TOEFL.

A BBA applicant without English as their first language is required to fulfill any one of the following requirements for admission:

- a. A minimum score of 500 out of 677 on Institutional Test of English as Foreign Language (TOEFL) or a minimum score of 61 out of 120 on the Internet Based Test (IBT) of TOEFL or a minimum score of 173 on the Computer based TOEFL.
- b. A minimum score of 5.0 on International English Language Testing System (IELTS - Academic)

2. MATHEMATICAL ABILITY

An applicant is required to score a minimum of 500 on SAT-1 or 60% passing score of SUC Mathematics placement test.

iv. TRANSFER ADMISSION

SUC accepts student's who are transferring from a federal or licensed institution in the UAE, or a foreign institution of higher learning based outside the UAE and accredited in its home country, are eligible for transfer admission; after fulfilling the following requirement / conditions:

1. DOCUMENTS REQUIRED:

- a. The official transcripts,
 - b. Detailed syllabi(Credit Value, Level, detailed course content, learning outcomes/objective and indicative learning resources)
 - c. An official letter from the previous institution
 - d. All documents mentioned in the registration requirements
 - e. Processing fee of as applicable must be submitted for evaluation.
- Transfer of credit is granted under the following conditions:

2. CONDITIONS APPLICABLE:

- a. Must meet the English and Mathematics proficiency requirement.
- b. The course contents mentioned in the CDP of the previous institution should match a minimum of 75% of the SUC Syllabus of the corresponding course.
- c. The student must attend a minimum of 50% of the credit hours of their study plan at SUC in other words, only up to 50% of the courses can be transferred to the program.
- d. The credit hours completed must be equivalent or higher to the corresponding courses offered at SUC.
- e. Must have passed the course with a minimum of 'C' grade or equivalent.
- f. Maximum credits awarded for transfer admission will be limited specified courses at SUC. In case credits earned at the original institution are less than those at SUC, the lower credits will be awarded as transfer.
- g. No transfer can be awarded for Capstone and protected courses of SUC.
- h. Once TOC is granted and the Graduation plan is signed by the student, the student cannot challenge the TOC decision during the progression of course.
- i. A student is placed in the Senior Level status only after completing all the balance courses till the junior level.
- j. In case student changes the major area of study the student will have to re-apply for TOC.
- k. Students of SUC may be permitted to pursue courses outside only in extreme circumstances with prior approval from Administration and Dean. Students pursuing their studies at SUC are generally not granted TOC for courses offered at SUC.
- l. Prohibit accepting credit twice for substantially the same course taken at two different institutions.
- m. The result of transferred courses will not be included while calculating the student's Grade Point Average (GPA).
- n. Non-refundable SUC TOC processing fees (as per applicable fee structure)
- o. Transfer admission students will not be included in the toppers list.
- p. TOC will be awarded to students of Higher College of Technology diploma holders on the following conditions. (This provision is made available as per the Ministry of Higher Education & Scientific Research (MOHESR) circular no.1 (amended) dated 11th March 2006).

- i. The 12th standard Certificate should not be less than 50%.
- ii. His/her diploma should be accredited and attested by MOHESR or its equivalence certificate for those who graduate outside UAE.
- iii. To check the validity of the certificate issued by HCT and make sure that it is authentic.
- iv. CGPA should be 2.0 and above.
- v. The student should get "C" grade and above in the following subjects:
 - (a) English (b) Maths (c) Computer
- vi. Any other conditions followed by the institutions. Once the acceptable transfer of credits are decided, the student is informed and can then proceed for registration. Appropriate fee reduction is given for the courses granted transfer of credit.

3. PROCEDURE FOR FINALIZING INSTITUTIONS FOR THE PURPOSE OF TRANSFER OF CREDITS

QUALIFICATION:

SUC will accept transfer of credits only from the Institutions under the following categories:

- a. Accredited by the MOHESR, UAE.
- b. Accredited by the Central or Regional accreditation bodies in the United States of America.
- c. Accredited by the SUC Grants Commission of India.
- d. Accredited by the SUC Grants Commission of Pakistan.
- e. Approved by the Quality Assurance Agency in Education, U.K.
- f. Accredited/recognized by the Ministry of Higher Education for all other countries from where the student is seeking admission.

b. REGISTRATION REQUIREMENTS

i. LOCAL STUDENTS OR STUDENTS WITH OWN VISA MUST SUBMIT

- 1. 6 Passport size colored photographs (not Polaroid).
- 2. Passport Copy with minimum six months validity.
- 3. Attested copy of High School Certificate along with marks sheet (as applicable).
 - a. UAE 12th standard High School certificate students should submit the attested copy by the school and Ministry of Education, UAE.

- | | |
|--|--------------|
| d. Passport Guarantee
[Refundable at the time of visa cancellation] | AED 2,500/- |
| e. 1 st Cheque Payment | AED 11,300/- |
| f. 2 nd Cheque Payment | AED 11,300/- |
| g. 3 rd Cheque Payment | AED 11,300/- |
| h. TOEFL Exam Fee | AED 500/- |
| i. TOEFL Book | AED 400/- |
| j. 1 st three months of Hostel Fees
[AED 1,450/ per month] | AED 4,350/- |
| k. Hostel Deposit
[Refundable] | AED 1,000/- |
4. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required documents will be submitted within the stipulated time as agreed.
 5. Student Personal details form with the Country of residence telephone number.

iii. VISA STUDENTS (OVERSEAS) MUST SUBMIT

1. 15 Passport size colored photographs (not Polaroid) with white background.
2. Passport Copy with minimum eight months validity.
3. Police clearance certificate
4. Attested copy of High School Education Certificate along with marks sheet (12th Standard certificate attested by Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from country of origin).
5. The following fees must be paid at the time of admission: **(USD 7,170/-)**

a. Application fee & 1st Installment fee [Non-refundable]	USD 3,250/-
b. 3 year Visa Fee [Fully Non-refundable once visa is filed]	USD 1,510/-
c. Passport Guarantee [Refundable at the time of visa cancellation]	USD 685/-
d. TOEFL Exam Fee	USD 140/-
e. TOEFL Book	USD 110/-
f. 3 months of Hostel Fees	USD 1,200/-
g. Hostel Deposit [Refundable]	USD 275/-

6. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required documents will be submitted within the stipulated time as agreed.
7. Student Personal details form with the Country of residence telephone number.

iv. ADDITIONAL REQUIREMENTS FOR STUDENTS WITH TRANSFER ADMISSION

1. Official Transcript of records
2. Full Course Syllabus [Credit Value, Level, Detailed course content, Learning outcomes/objectives & Indicative learning resources
3. Letter from College/University certifying that the student attended there
4. TOC processing fee of AED 300/-

c. ADMISSION TO STUDENTS FAILING TO QUALIFY PLACEMENT TESTS

i. ACADEMIC IELTS PREPARATORY COURSE

The Academic IELTS preparatory course (AIPC) and mathematics preparatory courses are designed for students whose proficiency levels are inadequate to be accepted for admission into the BBA Program of SUC. Preparatory courses are offered to those students who could not qualify placement test of SUC. The placement of the student in IELTS or Mathematics preparatory course is determined on the basis of grades obtained in placement exams. The qualifying score for admission is 5.0 out of 9.0 bands for BBA Program. Students who fail to obtain above qualifying scores are admitted into the preparatory courses as explained below. (Scenarios 1, 2 and 3 help to understand the principle for placing a student in the IELTS preparatory program):

Scenario 1 (If Student Falls Short of Qualifying Score in Both English and Mathematics)

AIPC and Mathematics preparatory course to improve the skills in English and Mathematics respectively. The students in this scenario will not be allowed to join freshman level of BBA program (for details on levels of placement, please refer to categories mentioned in preparation for English language skills section and scenario 3 for Mathematics requirements).

Scenario 2 (If Student Falls Short of Qualifying Score in English But Obtains Qualifying Score in Mathematics)

In this scenario, the student will undergo AIPC to improve English language skills towards meeting the admission requirements and will be exempted from taking mathematics preparatory course (for details on levels of placement, please refer to categories mentioned in preparation for English language skills section).

1. Preparation for English Language Skills

For students who have passed the Mathematical ability test but have failed the English language proficiency test, the below mentioned categories will apply. However, prospective students who score below 350 in TOEFL are rejected by SUC.

Category A: Students who have scored between 351 and 424 in TOEFL (ITP) or between 2.0 and 3.5 in IELTS (Academic), will undergo a preparatory course in IELTS (Academic) for a period of one semester of Basic – AIPC (total of 190 contact hours) and at the end of the course students will appear for IELTS (Academic) Exam. Their maximum number of contact hours will be dedicated towards preparation for IELTS (Academic) during the semester. This is a non credit course.

Category B: Students who have scored between 425 and 499 in TOEFL (ITP) or between 4.0 and 4.5 in IELTS (Academic) will be admitted into preparatory course in IELTS (Academic) for a period of one semester Advanced – AIPC (total of 120 contact hours). At the end of the course students will appear for IELTS (Academic) Exam. Such students will be allowed to enroll in BBA with a 3 credit hour course of freshman level (as shown in the table below). AIPC is a non credit course.

CODE	COURSES	CREDITS
CIS101	Computer Skills-1	3
GEN101	General Study Skills	2
GEN102	Community Services & Sports	1
HUM101	Islamic Culture	3
MAT101	Business Mathematics	3

Category C: Students who cannot score a minimum of 5.0 in IELTS (Academic) admitted as per category A & B they will be allowed to re-register for AIPC (Basic or Advanced based on band) semester again. In this category, students can enroll into the freshman level (BBA) with an available 3 credit hour course if they score 4.0 and above in IELTS (Academic).

Note - 1: If the students fail to acquire the required level of English proficiency even after re-admission and wish to exit SUC will be awarded a transcript for the completed BBA level courses.

Note -2: Students who score between 475 and 499 in the entrance exam of TOEFL will be eligible to retake a TOEFL test without attending any preparatory course if they are confident of scoring 500 or above in the subsequent TOEFL test. However, applicable TOEFL exam fee will be charged. If students score 500 or above they will be admitted into the BBA program. If they are unable to score 500 in the latest attempt, they will be placed in AIPC (Basic or Advanced) depending on the latest IELTS (Academic) scores.

ii. INTENSIVE ENGLISH LANGUAGE PROGRAM (IELP)

SUC offers IELP to those students whose competency in English language skills are not adequate either to appear for TOEFL exam or to take up Basic / Advanced AIPC. The registered students for IELP have an option to undergo a general English course for one semester. This course is categorized into four levels-Beginners, Elementary, Intermediate and Advanced. Upon the completion of this course, based on their performance, students will be directed either to Basic AIPC or Advanced AIPC. On successful completion of IELP, candidates will be issued proficiency certificates.

Scenario 3 (If Student falls short of qualifying score in math but obtains qualifying score in English)

In this scenario, students have to take the Mathematics preparatory course (MAT001 - Numeracy) to improve the mathematical abilities. Such students are eligible to be admitted into courses other than maths at the BBA degree program on a simultaneous progression with the Mathematics preparatory course. Such students can progress up to Sophomore Level until they pass the Mathematics preparatory course with 60% marks. The courses available for provisional status admission are:

CODE	COURSES
CIS101	Computer Skills-1
ENG101	English Composition
ENG112	Business Communication
GEN101	General Study Skills
GEN102	Community Services & Sports
HUM101	Islamic Culture
HUM102	Critical Thinking & Problem Solving

XI. COURSE DESCRIPTIONS

CIS101

COMPUTER SKILLS – I

3 CREDITS

This course provides a basic understanding of MS Office applications (Word, PowerPoint and Publisher) along with the basics of Internet Technologies. How to use Microsoft Office applications and we can use it to produce meaningful information. Students will learn how to use the features of word processing, presentation tools as well as page layout and design. The students will also learn how to make use of Internet for a variety of purposes. Lab exercises will be given to the students to format documents, develop the skills of using templates, forms, advanced editing techniques, preparing presentations using PowerPoint and use Internet for various search purposes.

Pre-requisite: None

GEN101

GENERAL STUDY SKILLS

2 CREDITS

This course is designed to develop necessary study skills in students for enhanced academic performance in their chosen program of study. The course is focused on preparing students for learning, participating and understanding the course in a classroom environment. The course is aimed at developing skills of researching, summarizing study materials and writing assignments effectively. The course also helps the students in preparing for different kinds of examination. This course prepares the freshman; reading, writing and drawing inferences on various contemporary business issues which appear in the business magazines, news papers, and other electronic journals.

Pre Requisite: None

ENG101

ENGLISH COMPOSITION

3 CREDITS

This is a course in writing skills and has basically been designed for non-native speakers of English language. The students are groomed to write compositions of many different types, including essays, articles, short stories, letters and poetry. The course stresses upon organization of material and proper utilization of vocabulary, syntax and styles. Students are also encouraged to learn the nuances and intricacies of oral as well as written language.

Pre-requisite: None

ENG112

BUSINESS COMMUNICATION

3 CREDITS

The course offers a basic understanding of, and practical engagement with, some of the typical models used in different types of written and oral communication. Outcomes for the course include developed skills pertaining to: proper business attitudes reflected in writing; creative thinking; cross-cultural communication; document-design and formatting; oral presentation; and job hunting and interviews. Emphasis will also be placed on the self-editing of writing and language usage. The course lays the foundations for successful and skillful business communication.

Pre-requisite: ENG101

GEN102**COMMUNITY SERVICES & SPORTS****1 CREDIT**

This course is designed to make the students understand the importance of a healthy body and mind in achieving their personal and professional goals. It also aims at bringing awareness to their role in building the Nation through understanding, evaluating, researching and extending proactive services to the community around them for building a better tomorrow. The two components of this course viz. community services and sports education together carry one credit hour of instruction and learning.

Pre-requisite: None

HUM101**ISLAMIC CULTURE****3 CREDITS**

Islam is more than a religion: it is a code of behavior and a way of life. This course introduces the history of Islamic culture. Students will consider gender and marriage issues, social stratification, law, economics, art, and related topics, and their expression within Islamic culture.

Prerequisite: None

HUM102**CRITICAL THINKING AND PROBLEM SOLVING****3 CREDITS**

This course is designed to help develop the basic skills of reasoning and logical thinking in students. The course meets one of the important goals of general education, which is learning to interpret and evaluate information and to make balanced, rational judgments about the adequacy of perspectives, arguments and conclusions, from one or more aspects of a given situation.

Pre-requisite: None

MAT101**BUSINESS MATHEMATICS****3 CREDITS**

This course is designed to prepare the students with mathematical skills necessary for day-to-day business operations. The course incorporates up-to-date information needed in business and consumer matters. The course covers basics such as whole numbers, fractions, decimals, banking, equations, percent, trade and cash discounts, mark up and marks down, simple interest and simple discount, compound interest and mortgages. This course also covers personal finance, bank services, and money management.

Pre-requisite: None

MAT112**BUSINESS STATISTICS****3 CREDITS**

This course teaches the students the importance of basic statistical procedures and the application of statistical techniques in order to derive conclusions about various situations. It is Application-Oriented, with emphasis on the fields of Business and Economics. It initiates the students to the fundamental and essential elements involved in the collection of Data and its systematic analysis, to the proper manner of utilization of the results that are obtained.

Pre-requisite: MAT101

CIS211**COMPUTER SKILLS – II****3 CREDITS**

In today's workplace, Microsoft Excel and Microsoft Access is the de facto tool for working with data on the desktop. Students will learn to use Excel to create, modify and format Excel worksheets, perform calculations, develop formulas and apply advanced formatting to capture and present the data. MS Access is a powerful visual tool with which student will learn to design and develop database applications. This course will provide a detailed training of the features and functionality of Microsoft Access which includes development and support for robust Access systems, manipulate and query data and finding information using forms.

Pre-requisite: CIS101

ENG211**ADVANCED ENGLISH COMPOSITION****3 CREDITS**

This course will offer more in-depth coverage of the functional mechanical skills learned in Basic Composition ENG101, such as the production of simple, compound, and complex sentences, adjective clauses, and logical transitions. It will also develop the higher mechanical skills associated with researching opposing viewpoints, synthesizing information to form one's own viewpoint, and justifying information through supporting detail. A third component of the course will promote such advanced skills as the ethical evaluation of conflicting values, appropriate responses to various cultural contexts, and participation in civic activities.

Pre-requisite: ENG101

HUM201**INTRODUCTION TO HUMANITIES****3 CREDITS**

This course provides an intellectual foundation to the study of the human Spirit and its beauty, its endeavors and scope, through a comprehensive yet reasonably deep study of its manifestations as we work through history, archaeology, art, thought, cultures, values, traditions, films, and modern trends.

Pre-requisite: None

SCI201**GENERAL SCIENCE****3 CREDITS**

The course provides an introduction to the scientific way of thinking as it introduces fundamental scientific concepts. The text provides opportunities for students to experience the methods of science by evaluating situations from a scientific point of view. The course encompasses basics of Physics, Chemistry, Astronomy and earth sciences and emphasizes general principles and their application to real world situations. The course gives students the intellectual frame work that will allow them to deal with the scientific aspects of problems that come into public debate.

Pre-requisite: None

ACC101**PRINCIPLES OF ACCOUNTING – I****3 CREDITS**

This is an introductory course in accounting. The primary objective of the course is to provide the students with an understanding of the basic financial accounting principles, concepts and procedures. Students will understand both the theoretical and practical aspects of accounting including computerized accounting systems followed in business organizations, non-government and government organizations. Accounting is presented as a tool for decision-making.

Pre-requisite: None

ECO101**MICRO ECONOMICS****3 CREDITS**

Microeconomics is the branch of economics that examines the functioning of individual industries and the behavior of individual decision-making units such as business firms and households. It deals with the basic economic problem, the functioning of the various economic systems, the theory of demand and supply, elasticity of demand and supply, the determination of equilibrium price, causes of the market failure, the theory of production, and the laws of returns, concepts of costs and revenue, the market structure and the theory of distribution, with real life examples.

Pre-requisite: None

ACC211**PRINCIPLES OF ACCOUNTING – II****3 CREDITS**

The course presents accounting principles and concepts applicable to cash, receivables, inventories, fixed and intangible assets and current liabilities. Besides, the course acquaints the students with the concepts and techniques that managers and accountants use to produce information for planning and decision making.

Pre-requisite: ACC101

ECO211**MACRO ECONOMICS****3 CREDITS**

Macroeconomics deals with national income, national output, and national employment and so on. It is also concerned with the study of real life economic issues and problems. It teaches macroeconomic issues such as unemployment, inflation, cyclical business fluctuations, economic growth, the role of money, theories of interest rates, stabilization policies, foreign exchange rates, balance of payments difficulties, and comparative economic advantages among nations. The course also analyzes the causes and Consequences of Balance Payments (BOP) deficit on policies to cure such deficits.

Pre-requisite: ECO101

FIN211**PRINCIPLES OF FINANCE****3 CREDITS**

This course examines important issues in finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. Financial management is concerned with the acquisition, financing and management of assets with the goal of wealth maximization. The students will understand the basic goals of financial management, the concepts of valuation and the important financial decisions in the long and short term as well as short term taken by the managers. The particularly, emphasis will be on short term investing and financing decisions. The various facets of working capital management viz., cash and marketable securities management, accounts receivable management and inventory management and short-term financing will be emphasized.

Pre-requisite: ACC101

LAW201**BUSINESS LAW – I****3 CREDITS**

This course provides fundamental understanding of the business and social framework within which they operate and enable them to evaluate the Business situations in its social context. Business Law and more generally the legal environment of business have universal applicability. Virtually in any field of business, student must at least have a passing understanding of Business Law in order to function in the real world. In fact, every individual throughout lifetime can use knowledge of Contracts, real property laws, Landlord-Tenant relationship and the like. Civilized societies require order and some degree of certainty. If a society is to survive, its citizens must be able to determine what is legally right and what is legally wrong. When citizens believe that a legal wrong has occurred they must have some idea of how to seek redressal.

Pre-requisite: None

MGM201**PERSPECTIVES OF MANAGEMENT****3 CREDITS**

This course is an introduction to the concepts, terminology, and principles of management. It covers theoretical frameworks to contextualize past and present thoughts about management, as also to it encourages students to address the emerging complexity of new management perspectives. Besides, it discusses management functions and the factors that influence them.

Pre-requisite: None

MKT221**PRINCIPLES OF MARKETING****3 CREDITS**

This course is designed to introduce students to the fundamentals of marketing and to prepare them understand how organizations adopt and design different marketing approaches to acquire, retain and develop customers with the use of appropriate marketing mix of organizations.

Pre-requisites: ECO101 & ACC101

MGM311**ORGANIZATIONAL BEHAVIOUR****3 CREDITS**

This course focuses on the managerial work and human challenge encountered in an organization. It provides a framework on understanding and analyzing behavior in an organizational context. It relates discussion on human perspectives, psychology and sociology and examines the organizational consequences of both individual and group behavior within a formal organization.

Pre-requisite: MGM201

MGM313**OPERATIONS MANAGEMENT****3 CREDITS**

Operations management course emphasizes on achieving a competitive advantage in production of goods and services for the customers. The operations managers are involved with the direct responsibility of getting the jobs done and completed. This course aids in understanding the role of operations in achieving various competitive capabilities. It also helps an organization in improving productivity and meeting customers' competitive capabilities. The study of operations management includes understanding operations, capacity planning, MRP, MRP-II, JIT, TQM, managing competitive capabilities, process technology, scheduling, product design and quality planning and control etc.

Pre-requisite: MGM201

BUS413**INTERNATIONAL BUSINESS****3 CREDITS**

This course aims to provide framework and various tools for formulating competitive strategies in response to increased internationalization and globalization process. Particular attention is given to help students to understand as to how a firm operates within the international environment and develops appropriate international marketing strategies and how the global economy and international businesses contribute towards the development of the various aspects of future economic growth in the coming decades.

Pre-requisite: MGM201

BUS303**BUSINESS ETHICS****3 CREDITS**

This course provides the framework to identify, analyze, and understand how businesses make ethical decisions and deal with various ethical issues. The course explains how ethics can be integrated into strategic business decisions. The course also addresses the complex environment of ethical decision-making in organizations and real-life issues.

Pre-requisite: None

BUS311**BUSINESS RESEARCH METHODS****3 CREDITS**

The course is essential for students undertaking a dissertation project in the course of study. It aims at guiding, explaining and describing different stages of conducting research in a logical sequence. It highlights on the nature and purpose of research, the qualities of a good researcher and overview of the research process. It examines the practical issues relating to research, supervision, finding and guiding access to information on a specified time-scale. Besides, highlights on the different approaches to research, generate a research topic and conduct literature search. It emphasizes on design of a project, research analysis, findings and interpretation and dissemination of results to

decision makers.

Pre-requisite: MAT112

BUS412

DISSERTATION – I

3 CREDITS

Dissertation is an integral part of the program of study in the curriculum. The objective of dissertation is imperative to enable the students to apply theoretical concepts on real life situations to have an interface with the industry. The compilation of dissertation is supported with study of the research methodology.

Pre-requisite: BUS311

MGM412

STRATEGIC MANAGEMENT

3 CREDITS

The Strategic Management process and Management's direction-setting tasks involve (1) charting a company's future strategic path which is establishing a strategic vision, (2) setting objectives, and (3) crafting strategy. The tasks of crafting, implementing, and executing company strategies are the heart and soul of managing a business enterprise. A good strategy must be well matched to all these situational considerations. In addition, a good strategy must lead to sustainable competitive advantage and improved company performance. Hence, the course - Strategic Management - prepares the students to understand why managers must carefully match company strategy both to industry and competitive conditions in relation to company resources and capabilities. This course demonstrates the importance of tailoring strategy to fit the circumstances of a company's industry and competitive environment.

Pre-requisite: Senior Status

BUS414

INTERNSHIP / PRACTICUM

3 CREDITS

The internship program assists students to work, learn, and gain hands-on experience from an organization. This experience is regarded invaluable in preparation for future career. It helps students develop professional understanding of professional work culture in their major area of study. Students are equipped to apply, the knowledge gained in classrooms, in a work setting, thus enriching their learning experience. Since students aim to make career in their major field this course provides opportunity of gaining working experience in their area of specialization.

Pre-requisite: Senior Status

BUS425

INTERNSHIP PROJECT

3 CREDITS

Internship Project is offered to those students who are working in an organization and are willing to carry out the project report in the same workplace. Internship Project encompasses writing a report on any one functional area of the organization which is pertaining to the major chosen by the student. This will help the student to apply the concepts learned during the BBA program.

Pre-requisites: BUS311 and Senior Status

BUS304**CROSS CULTURAL COMMUNICATION****3 CREDITS**

The course focuses on examining how different cultural norms, values and beliefs exist in the world. This course assesses the theoretical models of culture as presented by various researches and evaluates the differences between different cultures in order to understand them better and hence minimize anticipated problems caused by the cultural differences in work environment.

Pre-requisite: None

MKT311**MARKETING MANAGEMENT****3 CREDITS**

Marketing Management aims to give students an understanding of the issues involved in making marketing mix decisions; the relevance of competition in marketing decisions and the fundamentals of competitive marketing strategy. Students will also be studying business-to-business, and service marketing. The emphasis is very much on analyzing marketing issues, using knowledge both to understand the reasons why certain decisions are taken, and also to be able to make the case for different courses of action. Case studies, from various sources, will be invaluable in developing abilities in students to understand various marketing dynamics.

Pre-requisite: MKT221

LAW311**BUSINESS LAW – II****3 CREDITS**

This course provides an understanding of the various forms of business and their relationships with other social and economic institutions within which they operate and enables the students to evaluate business situations in their socio economic contexts. This course discusses the simplest forms of Business Organization, such as Proprietorship, Partnership and different classifications thereunder, Corporations and Limited Liability Companies. It also discusses the rights of the various constituents that form the entities with a separate legal identity of their own. Gradually, the student is introduced to the laws that govern transactions, negotiable instruments and their influence on the business environment. It equips the student with awareness of the nature and function of the instruments and the complexity that differentiates them.

Pre-requisite: LAW201

MGM411**MANAGEMENT OF HUMAN RESOURCES****3 CREDITS**

This course examines the structures and processes of human resource management from the points of view of employer, employees, government, and other stakeholders. It adopts a strategic approach to HRM and provides the learners with the basic concepts and framework for understanding organizational strategies. A strong emphasis will be laid upon contemporary issues of HRM and their impact on the functioning of modern organizations in the global context.

Pre-requisite: MGM201

BUS411**INNOVATION****3 CREDITS**

Course on innovation provides a contemporary view of Conceiving, developing and managing innovation that focuses on new product or service development as a new venture or as an internal management process for existing firms. Theory and practice of innovation and growth in new organizations is often attractive to management students learning entrepreneurial course who may want to start their own business one day. It will also equip students who are creative and engage in innovative thought process and would like to make changes in both new and established businesses

Pre-requisite: HUM102

BUS312**ENTREPRENEURSHIP****3 CREDITS**

The role of entrepreneurship in an economic unit is of interest to businesses, government, politicians, academicians, and students. Creating and growing a new venture inside or outside the corporation is a task that a few individuals are able to accomplish, even though many profess the desire. The course focuses attention on developing the skills needed to become a successful entrepreneur. Students will be encouraged to examine current opportunities in their own community.

Pre-requisite: MGM201

MGM312**CUSTOMER RELATIONS MANAGEMENT****3 CREDITS**

This course discusses the importance of Customer Relation Management that is increasingly gaining importance among academics and business practitioners as technology and customer expectations rapidly change, businesses realize the value of having long term relationship with individual customers and other business partners.

Pre-requisite: MGM201

TAT301**FOUNDATION OF TOURISM****3 CREDITS**

This course introduces students to the complexities of the tourism system so that they will be better positioned to eventually assume the managerial challenges and responsibilities. It provides a comprehensive introduction to the world's most rapidly growing industry. The course also gives valuable information regarding tourist attractions, tourist accommodations, means of transportation and other organizations that are involved in the tourism business. The importance of technology on the development and operation of tourism businesses will be given to the students so that they can explore major concepts in tourism, what makes tourism possible, how tourism can become an important factor in the wealth of any nation and suggests how the tourism industry can prepare itself to accommodate future growth and meet tomorrow's challenges.

Pre-requisite: None

TAT302**AIR TRAVEL OPERATIONS****3 CREDITS**

This course focuses on air travel management as one of the major components of tourism & travel industry. International travel today is highly sophisticated and is professionally managed. Air transport industry has seen major changes in recent years both at technical and operational levels.

Pre-requisite: None

TAT412**IMPACTS OF TOURISM****3 CREDITS**

This course provides an understanding of the importance of tourism for a destination and its impacts on the given destination. It allows comprehension of the influence that the government, culture and environment bring about on tourism within a nation during a given period of time. The course highlights the positive and negative aspects that are created by tourism on the host community. An in-depth understanding of the different effects that tourism brings about in the economic, social and environmental lifestyle of the host community is the main dimension of this course.

Pre-requisite: TAT301

TAT303**TRAVEL AGENCY OPERATIONS & TOURS****3 CREDITS**

The travel agencies and tour operators are retail outlets and the first step for travelers in planning their journey. After completing this course the student will be able to handle travel agency work independently. This course is designed to make students understand the typical working scenario of a travel agency and how to plan, program and cost the tour packages such as inbound and outbound travel. The student will gain a broad understanding of travel agency and tour operations through this course as far as the chain of distribution in tourism is concerned. The emerging role of technology in this industry will be discussed as well.

Pre-requisite: None

TAT401**MANAGEMENT OF TOURISM ENTERPRISES****3 CREDITS**

This course is designed to develop understanding of the various tourism-related products in specific sectors. Tourism is a multidimensional, multifaceted activity, which is a reflection of the complexity of tourism. Tourism enterprises are much more sophisticated than many other production and service industry firms. So the comprehensive understanding among sectors such as government, transportation, accommodation, attractions non-governmental Organization & destination marketing as well as enterprises is required.

Pre-requisite: None

TAT414**TOURISM POLICY, PLANNING & DEVELOPMENT****3 CREDITS**

This course seeks to provide a theoretical and practical framework to planning tourism activities in destinations keeping in mind issues of contemporary policy concerns so as to meet the needs of travelers, host communities, government non-governmental organizations and the private sector in their emerging global perspectives. The course provides approaches and guidelines for the integrated and sustainable development of tourism that is responsive to community desires and needs.

Pre-requisite: Senior Status

MKT413**MARKETING SERVICES****3 CREDITS**

Service industries contributions to the GDPs of many countries have increased many folds in the last two decades and are providing a number of career opportunities to people around the world. This course has been designed to enable the students to understand how marketing services is different from marketing goods. It helps them take decisions as to how to do positioning, distribution, pricing and promoting different services with the help of the marketing mix in a growing competitive service industry. It covers service organizations like banking, transportation, airlines, hotel, insurance and other government and non government service organizations including profitable or non profitable organizations

Pre-requisite: MKT221

TAT423**E-TOURISM****3 CREDITS**

This course deals with the latest breakthrough of the Internet and its critical role in our daily lives with respect to travel and tourism. E-tourism assures that there will be enormous opportunity for tourism professionals to capitalize on the available opportunities on the Web.

Pre-requisite: CIS101 & TAT302

TAT415**MANAGEMENT OF HOSPITALITY INDUSTRY****3 CREDITS**

Hospitality industry is the largest segment of the travel and tourism industry. This course develops the understanding and the implication of the hospitality industry in each of its segment namely lodging and food service operations. The travel and tourism industry includes a vast range of business that have one thing in common: providing products and services to travelers and business. The course emphasizes on the service industry and its importance in today's competitive market and discusses the various hospitality opportunities that include careers in all variety of business including hotels, restaurants, institutions, private clubs, casinos and casino hotels, consulting firms, travel agencies, and cruise ships. This course in a nutshell sets the stage for today's world of hospitality.

Pre-requisite: TAT301

CIS301**INTRODUCTION TO INFORMATION SYSTEMS****3 CREDITS**

The course is designed to provide students an understanding of computer information systems and their applications in business. This is a basic course that provides the foundation and background needed in the field of information Systems. The course also gives students the right balance of technical information and real-world applications. The students are given an opportunity to learn about computer systems, networks, Internet, intranet, and business related applications.

Pre-requisite: None

CIS313**PROGRAMMING****3 CREDITS**

Students are introduced to Java Programming language, and its comparison with other conventional languages. This course is designed with essential, core and advanced Java features. This course provides the basis to understand the interpolation issues among different discrete application systems through Java based systems. The difference between applets and Java programs is emphasized in

the course. Further, the course provides conceptual understanding with programming emphasis on advanced features like Multi threading, RMI, Database connectivity (JDBC) and servlets. At the end of the course students will be able to develop applets/applications that can incorporate Graphical user interface and multimedia/animation features and components.

Pre-requisite: CIS211

CIS402

INFORMATION SYSTEMS PROJECT MANAGEMENT

3 CREDITS

This course emphasizes managing projects within the specific scope, time, cost and quality. The different phases of the project are taught to the students in this course. These include identification of the need or problem, development of the proposed solution, and implementation of the solution. Students will be taught to use software for managing projects. Hence, students will learn to develop work break down structures, network diagram, and to identify critical path. Further, students will be able to understand the important aspects of the Information Technology project required to complete within the approved budget. Also students will be taught to understand the processes that are required to ensure that the project will satisfy the need for which it was undertaken.

Pre-requisite: None

CIS302

DATABASE MANAGEMENT SYSTEMS

3 CREDITS

This course introduces the student to the basic concepts of Database Management Systems. Different conceptual data modeling techniques leading to the database design are introduced. Students will learn to develop an entity relationship diagram that reflects the data in an organization and to convert the ER-model to a relational database. This course also provides conceptual basis towards Database Administration and other essential concepts like disasters recovery schemes. Complete database creation and querying skills are given to the student through SQL. Finally the student is also exposed to the file organization strategies of a Database Management System. Sufficient lab exercises are included in SQL to practice creation and querying of database.

Pre-requisite: None

CIS401

ESSENTIALS OF COMPUTER NETWORK

3 CREDITS

This course introduces the basic overview of computer networking helpful in understanding of layered architecture, fundamentals of digital communication and working of LANS, WANS. This course discusses various fundamental concepts of Networking. The main focus of this course is on the OSI and TCP/IP models of computer networking. The course also emphasizes on fundamentals of digital and analog communications. The student is also exposed to the basics of network security briefly. This course also provides a brief introduction about latest additions in networking technologies like Wi-Max spectrum in networking.

Pre-requisite: None

CIS424**OBJECT ORIENTED ANALYSIS AND DESIGN****3 CREDITS**

This course introduces the concepts of object oriented system analysis and design. Further, this course emphasizes on the core set of skills that all analysts need to know irrespective of the approach or methodology. Also, this course is incorporated with the exciting changes in the form of object oriented approach to system design. This has been ensured by adopting Unified Modeling Language (UML) as an essential tool for developing Object Oriented System Design. Hence, this course introduces the basic and advance concepts of UML towards developing process layer, Human computer Interface layer and even the data layer of the system. Further, all these concepts are dealt in four major phase of the System development namely System planning phase, System Analysis phase, System design phase and System Implementation phase.

Pre-requisites: CIS313 and Senior Status

CIS413**E - COMMERCE****3 CREDITS**

This course enhances capacities of the students by making them to understand the ways and means of doing business with Internet enabled technologies. The students will understand how Internet can be used to communicate, track and transact with the customers, suppliers and other related organizations for the benefit of business. Also, the emphasis is given in the course towards the new breed of e-commerce services that have emerged after initial e-commerce revolution. These new online services provide social networking, video and photo sharing, and communication services, as well as a forum for online advertising that firms of all kinds are anxious to exploit. The students will also learn to define various business models in e-commerce operation and issues in adopting e-commerce in a seamless manner with the existing way of traditional operations. Further this course explores the security and legal aspects of the E-commerce.

Pre-requisite: CIS301

CIS415**WEB DESIGN AND DEVELOPMENT****3 CREDITS**

This course provides an understanding of client side scripting tasks with Java Script technology and hence, it becomes very important in the context of e-Commerce adoption by various categories of enterprises. Thus, this course will examine certain basic technical aspects of Web Designing and Development more in the context of Client side Scripting. Although there are many client side scripting technologies, Java Script is the one that is widely deployed in many operational e-Commerce Systems and thus, this course will be dealing with it in a pragmatic sense. The students will also learn to define various validation schemes with the browsers of various kinds through this course. Lab exercises will be given to the students to design, develop and validate WebPages of various types and needs.

Pre-requisite: CIS313

CIS416**BUSINESS INTELLIGENCE****3 CREDITS**

This course covers the fundamentals of data warehousing architecture and the issues involved in planning, designing, building, populating and maintaining a successful data warehouse. The course introduces students to data mining and how it relates to data warehousing. Specific topics covered

MKT401 **LOGISTICS & SUPPLY CHAIN MANAGEMENT** **3 CREDITS**

Logistics and Supply Chain Management is an emerging discipline in the competitive world of distribution. It ensures timely availability of raw materials and finished products to the business and consumer markets. This course enables the students to learn the concepts and applied decisions to maintain uninterrupted supplies. This course is important because UAE has emerged as logistics hub and needs trained manpower.

Pre Requisite: None

IBS424 **INTERNATIONAL MANAGEMENT** **3 CREDITS**

This course emphasizes on understanding the scope of business knowledge required to perform successfully in the International arena. The course also aims at managing international communication and negotiations, international human resource management, international labors relations, international manufacturing management, international marketing management and international strategic planning. The course leads to development of core skills and competencies necessary for successful international management.

Pre-requisites: MGM201 and Senior Status

IBS412 **BUSINESS PROJECT MANAGEMENT** **3 CREDITS**

The course will introduce students to the principles and techniques as well as the special problems of the project manager. The focus will be on the entire project life cycle – from selection and initiation, through planning, implementation and control, to termination and close-out. Critical issues such as time, cost, and performance parameters are analyzed from the organizational, people, time and resource perspectives. Tools, such as statement of work (SOW), CPM/PERT and work breakdown structure (WBS), will be covered. There will be an opportunity to define and plan simultaneous simulated projects, create work breakdown structures, assign resources, develop schedules, and practice the essential elements of project control through assignments, discussions, and a term project. MS Project 2000 will also be used in the course.

Pre-requisite: MGM201

IBS403 **INTERNATIONAL BANKING** **3 CREDITS**

The course is designed to help the students understand the environment and modus operandi of international banking. It examines the reasons for the expansion of international banking during the past several decades, their strategies and operational developments, and the managerial and regulatory problems encountered by international banks.

Pre-requisite: None

MKT312**CONSUMER BEHAVIOR****3 CREDITS**

Consumer Behavior is an important element in all marketing activities. Consumers are the focal point for profitable or non-profitable organizations. It is imperative to understand the consumers buying behavior so that the organizations plan, make appropriate strategies and implement to satisfy the target market successfully. This course focuses attention on psychological, sociological, and economic factors including motivation, learning, attitudes, personality, reference groups, social stratification, demographics, lifestyles, and cross cultural differences and their impact on purchasing, consumption and choice of decisions.

Pre-requisite: MKT221

MKT412**RETAIL MARKETING****3 CREDITS**

Retail marketing has penetrated not only into goods sector but also entered in a big way into services industry such as travel and tourism, financial, real estate, entertainment and leisure in the last decade or so. The outcome of these growth and developments have been that more and more trained and qualified manpower is required to perform effectively and efficiently at different positions in the organizations which are providing these goods and services to the customers. Hence learning the principles of retailing and effectively utilizing them have become imperative. The spirit behind the course is to make the students understand this important element in the overall marketing mix of mass distributed products.

Pre-requisite: MKT221

MKT314**MARKETING RESEARCH****3 CREDITS**

Marketing Research course introduces the concepts and applications of market research through the marketing management approach. This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates the application of marketing research to strategy, including marketing, advertising, sales product design and development.

Pre-requisite: MAT112

MKT313**MARKETING COMMUNICATIONS****3 CREDITS**

This course is designed primarily for students undertaking majors in marketing studies whose career plans may at some point involve making marketing communication decisions. This course is intended to help them appreciate the variety of options they have as a decision-maker when they make communication decisions. In a nutshell, this course will help students ask the right questions and speak the language of various agencies they will interface with in the future.

Pre-requisite: MKT221

MKT414**INTERNATIONAL MARKETING****3 CREDITS**

This course dwells on the applications of marketing theory in the field of international market. The emergence of Global markets requires students to understand factors influencing marketing strategies in global markets. This course aims at empowering students to understand, analyze and evaluate international marketing contexts in a rational manner and help them take decisions to tap international market opportunities.

Pre-requisite: Senior Status

MKT415**ADVERTISING MANAGEMENT****3 CREDITS**

In the field of marketing advertising plays a crucial role in bringing awareness, influence the mindset of target market, remind the buyer, retain the customer with the company over a period of time. It preempts the competitor's attempts to attract the customers, with mega dollars being spent on advertising; it becomes imperative for the marketing professional to be fully aware of the background and techniques connected to the advertising world in order to take logical decisions. This course aims to equip students to understand this important tool of promotion and help the organization in positioning their brand firmly in the minds of the target market to achieve their desired results.

Pre-requisite: MKT221

MKT416**SALES PLANNING****3 CREDITS**

This course is designed to equip students to understand the importance of sales personnel in convincing the customers to realize sales of goods and services vital for the company's revenue generation. It aims to make the student understand various issues of sales management viz: interrelationship between the personal selling and marketing programs, organizing the sales efforts both within and in relation to the distribution network, analyze the sales executives primary responsibilities to sales force and finally to know how to control sales efforts. The course also includes understanding of sales budgets, quotas, territories and sales to cost analysis which help in measuring the performance of the sales force. Emphasis is laid on the role of sales force management in the international scenario in today's competitive marketing environment in both consumer and industrial markets. In the end the student is equipped to plan and manage personal selling activities for a company.

Pre-requisite: MKT221

FIN311**FINANCIAL MARKETS AND INSTITUTIONS****3 CREDITS**

This course explains the mechanism of different types of financial markets. It gives analysis of financial instruments in the money and capital markets. Furthermore, this course covers the financial institutions and intermediaries such as commercial banks, savings and loan associations, insurance and investment companies.

Pre-requisite: FIN211

FIN312**FINANCIAL STATEMENTS ANALYSIS****3 CREDITS**

This course provides an introduction to business analysis based on the financial statements. The emphasis is placed on the financial statement's users and their different needs. The course develops a critical interpretation for disclosure required in the financial reports following the International Financial Reporting Standards (IFRS).

Pre-requisite: ACC211

FIN313**CORPORATE FINANCE****3 CREDITS**

This course gives an introduction to the basic principles of modern corporate finance. Topics covered include the time value of money, basic methods for optimal investment decisions, capital market theory and asset pricing. The course also provides an insight into the importance of options in financial decision making, valuation, advanced capital budgeting issues, capital structure, dividend policy, risk and return analysis, working capital and corporate governance.

Pre-requisite: FIN211

FIN411**RISK MANAGEMENT****3 CREDITS**

This course deals with the ways in which risks are quantified and managed by financial institutions or institutional investors. The course will address the nature of financial institutions and their regulation, market risk, credit risk, operational risk, liquidity risk, and the principles involved in the management of financial institutions. The course defines the main kind of derivatives – futures, forwards, options and swaps, shows how they are used by institutional investors to achieve various hedging and speculating objectives. It also introduces a framework for pricing derivatives.

Pre-requisite: FIN211

FIN412**FUNDAMENTALS OF INVESTMENT****3 CREDITS**

This course provides an overview of financial securities markets, investment instruments, and other important investment issues. Topics include risk and return characteristics of investments, efficient markets, equity investments, debt investments, derivatives investments, asset allocation, portfolio management, and risk management. The objective of this course is to familiarize the student with the investment environment, including security characteristics, security markets, and participants.

Pre-requisite: FIN313

FIN426**APPLIED PROJECTS IN FINANCE****3 CREDITS**

This course emphasizes on applying financial principles, theories, knowledge and skills acquired from the courses of finance major. This knowledge will be applied in analyzing different cases and relate them to the Middle East situations in developing appropriate understanding of strategies suitable for the region.

Pre-requisite: FIN313& Senior Status

FIN413**ACCOUNTING INFORMATION SYSTEM****3 CREDITS**

This course is designed to familiarize the student with the knowledge of accounting information systems and to equip the students with required to develop accounting information system. This course examines how information technology is used in accounting and dissemination of information.

Pre-requisite: ACC211

FIN414**DERIVATIVES****3 CREDITS**

This course presents and analyzes derivatives, such as forwards, futures, options and swaps. They are used by institutional investors as well as general investors. The course will introduce the markets for each of these financial derivatives, concepts involved in market valuations and their use in hedging risk and furthering speculating objectives.

Pre-requisite: FIN313

FIN415**ISLAMIC FINANCE****3 CREDITS**

This course deals with introduction to Islamic finance theory and practice, and it enables the students to understand the Islamic financial system, Islamic Financial Services Industry and Capital Markets.

Pre-requisite: FIN313

XII. TERMINOLOGY

ACADEMIC CALENDAR	Detailed schedule of SUC academic activities during the academic year
ACADEMIC STANDING	Determined by the quality and quantity of satisfactory academic work completed during the stay at the SUC
ACADEMIC YEAR	Consists of Fall, Spring and Summer semesters
ADDING / DROPPING	Addition or dropping courses from the course plan within two weeks of starting the semester
ARTICULATION	Agreement or arrangement with other accredited universities/institutions
ADMISSION	Process through which students undergo while being admitted in SUC
ADVISOR	A faculty member with the closest expertise relevant to the student's field of study, assigned to the group of students
ALUMNI	Former students who have graduated from SUC
BACHELOR'S DEGREE	An eight (8) semesters BBA study Program
CANCELLATION	A student who wishes to discontinue the study for the semester
CAPSTONE	A mandatory course offered to Senior status students. Minimum pass 'C' grade and no Transfer Of Credit will be allowed. Requirement for graduation.
CATALOG	Comprehensive information about the admission and academic policy, programs offered, academic progression and course descriptions of courses offered in SUC
CDP	Course Delivery Package
CGPA	Cumulative Grade Point Average
CREDIT HOURS	Refer to one lecture hour per week for fifteen weeks supplemented by two hours of practical study per week
CURRICULUM	Set of courses offered for obtaining a degree with major
DAC	Disciplinary Action Committee
DISSERTATION	A 3 credit course demonstrating the ability of the student to have achieved program outcomes. It also demonstrates ability to apply theoretical concepts and conduct research under the advisor's supervision. Course requires to defend the research work.
DOUBLE DEGREE	Students with good standing GPA of 3.0 and above are eligible for double degree in another major by completing

TUITION FEE	Charges paid for pursuing the degree
WEEKDAYS	Courses conducted from Sunday to Thursday with 45 contact hours.
WEEKEND	Courses conducted on Friday and Saturday with 45 contact hours.
WITHDRAWAL	Student dropping the course after two weeks of starting the semester

XIII. ACADEMIC RULES AND REGULATIONS

a. CREDIT HOURS

Credit hours refer to one lecture hour per week lasting for fifteen [15] weeks. Each lecture hour is supplemented by two hours of practical study per week [laboratories, training, workshop, etc.] Each academic year consists of two semesters and each semester consists of 15 weeks. The SUC may arrange for a summer semester, which is a 12 weeks session. During the summer session, a student can earn a maximum of 12 credits.

i. Full Time Student

To be considered full-time, a student must carry a minimum course load of 12 credit hours per semester with the average being 15 to 18 credit hours.

ii. Accelerated Student

After three semesters the academic records of the student are reviewed and those students who maintain 2.5 or above CGPA without failing in any of the courses are offered to opt for the accelerated program whereby they can take maximum of 12 credit hours during the summer semester. Even transfer admission students need to maintain the above requirement in the courses undertaken during the first three semesters at SUC where TOC courses are not taken into account for calculation of CGPA.

b. PERIOD OF STUDY

Students enrolled for a BBA Program must complete their program within 180 credits. This means a student can attempt a maximum of 180 credits to earn 120 credits required for graduation.

c. STUDENT EVALUATION AND GRADING

Letter Grade	Grade Range	Grade Points	Defining Points
A	90-100	4	Outstanding
B+	85-89	3.5	Excellent
B	80-84	3	Very Good
C+	75-79	2.5	Good
C	70-74	2	Very Satisfactory
D+	65-69	1.5	Satisfactory
D	60-64	1	Pass
F	Below 60	0	Fail
W			Withdrawal
I			Incomplete

d. SEMESTER GRADE POINT AVERAGE [SGPA]

Semester Grade Point Average is determined by dividing total grade points earned by total hours attempted. SGPA may be figured for each semester (semester GPA), for all hours attempted at the SUC (cumulative GPA). All students are evaluated at the end of each semester. A student is placed on probation if student's SGPA falls below 2.00.

GP/SGPA/CGPA CALCULATION

Grade Points		Credit Hours		Total
A – 4	x	3	=	12.0
B+ – 3.5	x	3	=	10.5
C+ – 2.5	x	3	=	07.5
D – 1	x	3	=	03.0
F – 0	x	3	=	00.0
SGPA/CGPA = 2.2 'C' (33/15)		15		33.0

$$\begin{aligned}
 \text{GP} &= \frac{\text{Grade Points Scored in 1 Course x Credit Hours of the Course}}{\text{Total Credit Hours of the Course}} \\
 \text{SGPA} &= \frac{\text{Grade Points Scored in Courses in 1 Semester x Credit Hours of the Courses Attended in 1 Semester}}{\text{Total Credit Hours Attended in 1 Semester}} \\
 \text{CGPA} &= \frac{\text{Grade Points Scored in All Courses Attended x Credit Hours of All Courses Attended}}{\text{Total Credit Hours Attended}}
 \end{aligned}$$

GP – Grade Point

SGPA – Semester Grade Point Average

CGPA – Cumulative Grade Point Average

e. ACADEMIC STANDING

All students enrolled at SUC shall be monitored very carefully for the quality and quantity of satisfactory academic work completed during their study. A student will be evaluated at the end of every spring semester for the following:

i. Qualitative Requirements (Quality of Academic Work Completed)

Table – 1

S. No.	Credit Hours Attempted	Minimum CGPA
1	1 – 30	1.50
2	31 – 45	1.70
3	46 – 60	1.85
4	61 and above	2.00

Depending on the number of credit hours attempted, the student is expected to maintain a cumulative grade point average as per the above table.

ii. Quantitative Requirements (Quantity of Academic Work Completed)

A student must complete at least 67% of all hours attempted. Attempted hours are defined as any course that the student has enrolled for the semester. Successfully completed hours refer to the hours in which the student has received a letter grade of A, B, C, or D. For Capstone courses, a student needs to receive a minimum of "C" grade or above.

For calculating the completion rate of academic work, "F" grade is calculated as not completed; however for the purpose of CGPA calculations, the "F" grade will be taken into account. "W" grade will be treated as attempted but not completed, however, it is not counted for the purpose of CGPA calculations.

f. PROBATION / WARNING

Student is placed on probation at the end of Spring Semester if he/she does not meet the minimum requirements as per the information provided in paragraph e.i & e.ii; the student is expected to improve his academic performance during summer and fall semesters. In case the student does not improve, he is served with a final warning for the next semester to be considered as final probationary semester.

g. SUSPENSION

In case the student is unable to improve the performance in spite of the final warning on probation, student will be placed on academic suspension [Suspension-1 & suspension-2]. Suspension-1 means when student does not achieve the required CGPA during the suspension status will be automatically placed in suspension-1; even after being in suspension-1 if the student does not improve the CGPA then he will be placed in suspension-2 in the next semester. Students on suspension status are required to file an appeal with the administration department for allowing them to continue their studies in the following semester. The Satisfactory Academic Progression (SAP) committee may allow the students to take the courses according to their academic profile with the following condition:

i. Suspension 1

Case 1

Student is allowed to take 1 to 3 courses [F' grade or new course], if his/her CGPA greater than 1.5.

Case 2

Student is allowed to take 1 to 3 courses [F' grade or 'D' Grade only], if his/her CGPA

between 1 & 1.5.

Case 3

Student is allowed to take 1 to 2 courses [‘F’ grade or ‘D’ Grade only], if his/her CGPA less than 1.

ii. Suspension 2

Student is allowed to take 1 to 2 courses [‘F’ grade or ‘D’ Grade only], students in suspension-2 must improve their performance to good standing otherwise, again, they will fall under suspension and will not be allowed to enroll in the courses for a period of one semester. Such student needs to apply for provisional readmission after the semester. However the SAP committee reserves all the rights to take the decision.

Example

The committee gives the student a chance to improve his CGPA by taking up one or two repeating courses and also decides the grades to be scored by the student.

Case 1

The student scores the above grades decided by the committee at the end of this semester if the student achieves a good standing at the end of this semester, he has to appeal to the committee and the above process will continue till he achieves the good standing.

Case 2

The student does not score the above grades decided by the committee at the end of this semester the student will be suspended for one semester and may be provisionally re-admitted to classes after one semester of suspension to improve their CGPA. The student may take the courses in which they have secured a ‘D’ or an ‘F’ grade.

h. GOOD STANDING

Students will be placed on good standing on achieving the CGPA as per the above Table-1. In case of repeated students, good standing is determined after achieving the CGPA as per the Table-1 by repeating the failed courses.

i. REPEATING COURSES

- i. A student who scores less than 'A' grade in any course will be allowed to repeat that course. In this case the better of the two grades shall be used for the purpose of CGPA calculation.
- ii. A student is allowed to repeat the course only twice.
- iii. Students who repeat the course will not be included in the toppers list.

j. RE – SIT FINAL EXAMINATION

- i. Re-Sit Final examinations will be based on comprehensive syllabus.
- ii. Re-Sit final examinations will be normally held after 1 week of declaration of first-sit results. Regular classes will not be suspended for such examinations.
- iii. Only students with grade 'D' who will benefit by grade improvement or students with grade 'F' who benefit from re-sit will be allowed to re-take the final examinations, based on their performance in the continuous modes of assessments.
- iv. These examinations will be conducted as per the pre-released schedule.

k. POSTPONEMENT

Student may postpone one semester in an academic year subject to approval only under mitigating circumstances, by filling the postponement form available with the Administration Department and paying required fee to the Finance Department. The final decision of accepting the request for postponement is confirmed after approval as per the procedures. On re-joining the semester, student will be allotted the course/s as per the operational schedule for that semester and Administration will issue new fees structure with the graduation plan.

l. ADDING OF A COURSE

Adding of a course can be done within the first two weeks of a semester without paying any charges. If a student who wants to do any additional course, along with the regular course will have to apply for the same within two weeks of the commencement of the semester. For taking up an additional course from another emphasis, an additional charge will be applicable to the student as per the policy. Maximum load allowed will be 15 credits per semester for BBA.

m. WITHDRAWAL/DROPPING OF A COURSE

Withdrawal of a course can be done within the first week of a semester without paying any charges and the withdrawn/dropped course/s will not be reflected in the student's transcript for that semester. However, if the student withdraws after first week the withdrawal of the course will be reflected in his/ her transcript and a repeating course fee of that particular academic year will be applicable whenever the student takes that course.

n. CHANGE OF MAJOR

Students may change their major by filling the transfer form available on student portal along with the applicable fee.

- i. Change of Major in the first semester – As per fees applicable
- ii. Change of Major in the second & third semester – As per fees applicable
- iii. Change of Major till fifth semester – As per fees applicable [Kindly note that any additional courses taken will be charged as per the applicable course fees during that period of time]

It is advised that the change of major should be done at the freshman level. Under mitigating circumstances, the case can be considered at the sophomore level.

o. CANCELLATION

- i. Student who wishes to cancel registration should fill up the cancellation form with the SSD after giving an exit interview.
- ii. The form is then forwarded to the Academic Advisor /Mentor for their comments.
- iii. The form is then forwarded to each of the following departments:
 1. Marketing & Registration Department for their comments.
 2. Finance department for checking whether the student's account is cleared.
 3. Library to check for any pending books to be returned.
 4. Computing department will de-activate the portal and email address.
 5. Human Resource Department for the verification of the student visa status.
 6. Administration department for the comments and pass credit note if applicable.
 7. Meeting is arranged with the Dean & Registrar
- iv. The form will then be returned to the administration department for updating student database.
- v. In case of readmission applicable fee has to be paid for re-registration.

p. POLICY ON DOUBLE DEGREE

Students in good academic standing in the current program of study with a Cumulative Grade Point Average (CGPA) of 3.0 or above are eligible to earn a second Majors degree. In order to earn double degrees, a student is required to complete a total of 141 (120 + 21) credit hours.

Worked out example:

A student enrolled in Bachelor of Business Administration (BBA) program specializing in Travel and Tourism Management in Fall' 2006. The student fulfils the graduation requirements of BBA in Travel and Tourism Management specialization upon completing 120 credit hours with a CGPA of 3.0 or above.

In this scenario, the same student could complete an additional 21 credit hours of another major, per se in Marketing or in any other major(s) that is/are offered at the time of petition for such an award, to become eligible to earn the second degree at the SUC.

The total of 141 credit hours has the following breakdown:	
General Education requirement	36 credit hours
Business Education requirement	63 credit hours
Major requirements (for the first degree)	21 credit hours
Major requirements (for the second degree)	21 credit hours
Total requirements	141 credit hours

Petition for a Double Degree

- i. Student should have a good academic standing (typically a CGPA of 3.0 in the end of junior level or upon completion of a minimum of 90 credit hours in the program) at the time of petition.
- ii. Student should obtain permission from the academic advisor and Dean in the appropriate forms of petition.
- iii. Student will not be allowed to cross the limit of stipulated academic load in a given semester for the purpose of completing the additional credit required for the award of double degree.
- iv. Students are required to meet additional financial liabilities pertaining to this petition.
- v. Students are required to maintain the CGPA level of 3.0 in the rest of program till graduation. In case student performance drops down below CGPA of 3.0 at any point prior to graduation, the student is required to meet the academic advisor, the Dean, Registrar

and Head – Administration and Examination to seek appropriate advise in the process of reviewing and improving the academic standing and progression.

- vi. Any registration towards earning additional credit hours for the purpose of obtaining a double degree will be permitted only upon completion of 120 credit hours of the main program in which he/she is currently progressing.

q. ATTENDANCE POLICY

Attendance is mandatory in all the classes held during the conduct of a course. Absence from classes prevents a student from getting full benefit of a course. Accordingly, absence can result in lower grades due to missed assignments, quizzes, exercises and examinations. The minimum attendance required for a student to appear for the main final examination in a course is 75% of the total credit hours.

The SUC acknowledges that individual circumstances may prevent a student from attending class or classes. It is the University's policy to excuse the absence of students that result from the following causes: illness of the student, accident, death in family, participating in University activities, at the request of University authorities and compelling circumstances beyond the student's control. However, the minimum attendance required for a student to appear for the final examination falling under any of this category cannot fall below 70% of the total hours allocated to a course with excused absence.

The student is responsible for all materials covered and announcements made during his/her absence. Students claiming excused absence must apply in writing and furnish documentary support of their assertion that absence resulted from one of the above causes.

Enforcement of the class attendance policy lies with the faculty. However, the decision of a faculty to withdraw a student from class due to poor attendance must be approved by the Head - Admin & Exam Department.

- i. 75% attendance is a must to appear for the main final exam, exceptional cases will be considered only on approval by the Dean & Registrar.
- ii. Maximum of 5% attendance is taken into consideration on the approved proof which has to be submitted within 5 working days to the Head - Admin & Exam Department.
- iii. Student having attendance between 51%–74% will be allowed to attend the exam along with the re-sit examination subject to the Committee's decision; however they are required to pay the re-sit exam fee and re-sit policy would apply for grade.
- iv. Student having less than 50% are not eligible for the final exam or re-sit exam and has to repeat the course.

- v. The waiver for required attendance to the student falling under mitigating circumstances due to some medical problem, death in the family, accident etc, may be considered on approval from the Registrar.
- vi. Student can avail only one chance in an academic year for writing the re-sit exam due to low attendance.
- vii. If the student is absent for continuous three weeks without any reason and has not informed to the concerned authority, will qualify for removal of name from the student roll and will be placed in pending status.
- viii. This pending name will be forwarded to their respective advisor & to SSD for the final counseling and update the status accordingly.
- ix. Incase if there is no response from the student, the name could be placed in temporary cancellation status for the particular semester and will have to pay the required registration fee for the re-activation.
- x. If the student is not reported to that particular semester his/her name will be cancelled from the SUC and has to apply for the re-registration and which case new academic policy (if applicable) will be applied.
- xi. 5% of attendance is reserved to the academic advisory meeting with the advisor.

r. APPEAL AGAINST MARKS/GRADES AWARDS

i. Grounds of Appeal

The student may appeal ONLY against the marks/grade awarded in a course under the following circumstances.

1. Procedure is not in accordance with the current approved regulations.
2. Material and significant administrative error has taken place.
3. Unfair discrimination
4. Inconsistency of the decision
5. Disagreement with marks or a grade cannot itself constitute ground for appeal.

It is important for students to understand the status of numerical marks/grades assigned to pieces of work. Assessors make their judgments on individual student performance within the assessment regulations of a program which outline the objectives of study and standard to be obtained. Assessment is a matter of judgment. Academic judgments of this type cannot in themselves be questioned or over turned.

ii. Time Duration of Appeal

An appeal must be logged with the office of Head - Admin & Exam department within five working days of communication of a result. The appeal addressed to the Head - Admin & Exam department must be in form of written letter explaining – the appellants, case and highlighting the grounds on which the appeal is being made. Documentary evidence if available must be enclosed to support the appellant's case.

Appeal Hearing

When there are sufficient grounds for an appeal the arrangement is done to call for an appeal board.

Appeal board will consist of:

1. Dean
2. Registrar
3. Advisor
4. Faculty Concerned
*Recording Secretary

At least three members are required to be present to constitute forum for a board where the secretary will record the proceedings. The student will be allowed to present his case. The board will communicate through the chair the decision of the appeal board in writing to the student. Decisions of the appeal board cannot be challenged or subjected to review.

s. TEST AND EXAMINATIONS

i. General Instructions For Candidates During Examination

1. Students must ensure they are aware of the dates and timings of all their examinations. Students have to collect the Examination Hall Tickets from the Finance Department, after having cleared any outstanding amount due to them.
2. No student shall be permitted into the Examination hall/room without the Examination Entrance Slip and Student Identity Card.
3. Students must note carefully his/her seat/examination hall/room number before beginning of each examination session from details at which are available in student's examination hall tickets.
4. Students must sit for their examination at the desk bearing their number only.
5. Students must bring their own Pen, Pencils, Erasers, pencil-sharpeners, and Calculators. Borrowing these things from others will not be allowed.

6. Students should deposit the mobile phones, pagers and handbags at the designated room before entering the Examination hall/room.
7. Language dictionaries [book] may be allowed but will be checked by invigilators for notes. Electronic language dictionaries/translators will not be allowed.
8. Students will be permitted to enter the Examination hall and occupy their seats 15 [Fifteen] minutes prior to the start of the examination.
9. All students should be seated and ready to begin three to four minutes before the commencement of the examination so that any instructions from the invigilator can be noted. An attempt will be made by invigilators to complete examination verification process before the start of an examination.
10. Students can leave the examination hall only after 30 minutes from the starting time if they complete their exam.
11. Students must maintain silence at all times. If they need to draw the attention of the invigilator, they shall do so by raising their hand.
12. Students must ensure that they are attempting the correct examination paper. For this, they need to check the subject & version number of question in the paper carefully.
13. The student shall enter her/his name, Enrollment ID number, and Course ID number on the scantron sheet/examination answer scripts as reflected on her/his identity card/ examination hall ticket.
14. Students must comply with all the instructions on both the title page of the answer book and the rubric of the examination question paper(s). In particular a candidate should ensure that he/she:
 - a. Writes his/her name on the title page of the answer book(s).
 - b. Writes on one side of the scantron sheets with pencil only. Ink pens will be used only for essay questions and students are required to write on both sides of the answer booklets.
 - c. Enters distinctly in the margin the number of the question being answered if required.
 - d. Does not scribble or write on the desk or on any form of scrap paper whatsoever.
 - e. Does not remove pages from the question booklet / answer book.
 - f. Does not take question / answer booklet outside the Examination hall / room.
 - g. Clearly identifies any rough work in her/his answer book and deletes it in a manner which will ensure that it is not confused with any answer.
 - h. Any candidate caught in the act or believed to be using unfair or dishonest means shall be so informed by the invigilator. The invigilator shall endorse and withdraw the answer book and the candidate will be issued a new answer book to continue the examination. If the candidate refuses and rebels, the Administration and Security shall be informed.

Note: The previous [first] answer script(s) will be treated void. The decision to whether to evaluate the subsequent [second] answer script or not will be made by the SUC Examination Board and will be communicated to the students in writing. Such decision of the board cannot be challenged or overturned.

ii. Students Are Strictly Restricted From The Following During The Examination:

1. To communicate, under any circumstances what so ever, with other students.
2. To answer, under any circumstances what so ever, communications from other students.
3. To copy from one another under any circumstances.
4. To be involved in misconduct of any kind.
5. To enter into any conversation whilst in the examination hall before, during or after the examination.
6. To leave their seats without the permission of an invigilator.
7. To carry any written material, slips, papers, etc. whether relevant or not into the examination hall.
8. Any student requiring special arrangements or seating should put in an application to the Student Services Department at least 48 hours before the examination.

t. REVIEW OF EXAMINATION GRADE

The Dean, Registrar and concerned faculty will examine the accuracy of the examination results before its publication.

u. PUBLICATION OF RESULTS

i. At The End Of The Each Semester

First sit and re-sit results will be made available to students in the form of grade report every semester after ratification by award board of examiners. First sit results will notify re-sit examination dates for students eligible for re-sits or undertaking grade improvements (grade D ONLY).

The result will highlight marks and grades obtained in course/s and students grade point average at the time of declaration of results.

ii. At The End Of An Academic Year

First sit and re-sit results in the form of grade reports will be published at the end of academic year after ratification by award board of examiners. First sit results will notify re-sit examinations dates for student eligible for re-sits or grade D students wishing to undertake grade improvements.

The result will highlight marks and grades obtained in courses, cumulative grade point average at the time of declaration of results. Student's progression and/or award status as recommended by the award board of examiners will be communicated to students through a letter by the examination department.

v. GRADUATION REQUIREMENTS

A Student will be awarded the Bachelors Degree upon fulfilling the following requirements:

- i. The successful completion of 120 credit hours
- ii. The number of credit hours as specified in the field of major
- iii. Achievement of CGPA not less than 2.00 in the following:
- iv. Overall, in the 120 credits earned
- v. Specially, in the courses of chosen major area
- vi. Importantly, in each Capstone course [C Grade]
- vii. Recommended for graduation by the University Faculty and Administration

i. Graduation Board

The Graduation Board consists of Dean, HQA, Registrar and concerned faculty. The Board confirms the graduation award to the students who have successfully met the graduation requirements. Upon the approval of the Board, the students will be awarded certificate of graduation and are also placed in the list of graduation honors and the Founder President's List.

NOTE: Students with repeating courses, TOC, and punished under unfair means will not be recommended for topper's list.

ii. Graduation Honors

Upon meeting the BBA Program graduation requirements, those students who have exhibited academic excellence will be awarded designations to indicate that they have graduated with honors. To be eligible for these honors, a student must have a Cumulative

Grade Point Average (CGPA) on credits earned at Skyline University College as per following:

Cum Laude	An average of 3.5 or higher
Magna Cum Laude	An average of 3.7 or higher
Summa Cum Laude	An average of 3.9 or higher

iii. Graduation Ceremony

1. Students who successfully complete the degree are awarded their Bachelors degree during the graduation ceremony.
2. The students are required to fill the graduation applications along with fee as applicable.
3. The graduation applications are then sent to the Examination Department for preparation of degree.
4. Administration prepares the list of students who have successfully completed the degree.
5. Administration arranges the degree according to the list and the students are given a graduation number according to the list.
6. The same is handed over to the student during the ceremony.
7. Attestation chip fees is applicable
8. Graduation fee as applicable by Finance department

**Please refer Additional Fees table for graduation fees.*

XIV. ACADEMIC INTEGRITY

a. PROCEDURES AND DISCIPLINARY ACTIONS FOR PLAGIARISM AND OTHER ACADEMIC OFFENCES

The following are the academic offenses recognized by the SUC and could have been committed at any level of BBA program and for all academic activities including assessments, midterm and final examination.

i. PLAGIARISM

1. Paraphrasing materials or ideas of others without identifying the sources.
2. Using sources of information (published or unpublished) without identifying the source.
3. Directly quoting the words of others without using quotation marks or indented format to identify them.
4. Detection of such plagiarism based on plagiarism software is also included.

ii. PRESENTING FALSE CREDENTIALS

Is an act of submitting misleading certificates / documents / information like presenting false medical excuses; change of identity; presenting falsified certificates.

iii. CHEATING

1. Using material not permitted by the faculty during exams, including stored information on electronic devices.
2. Copying answers from another student on exams or assignments.
3. Altering graded exams or assignments and submitting them for re-grading.
4. Submitting the same paper for two classes.
5. Altering exam answers and requesting that an exam be re-graded.
6. Cooperating with or helping another student.
7. Fabricating information such as data for a computer lab exam.
8. Other forms of dishonest behavior, such as having another person take an exam in your place.

iv. FACILITATING ACADEMIC DISHONESTY

1. Allowing another student to copy an assignment or problem set that is supposed to be done individually.
2. Allowing another student to copy answers during an exam.
3. Taking an exam or completing an assignment for another student.

v. COLLUSION

1. Is an agreement between two or more persons when not allowed.
2. The work that has been done with others is submitted and passed off as solely the work of one person.
3. Working with others without permission from your faculty to produce work which is then presented as your own independent work.

vi. FABRICATION OF DATA

1. The falsification of data, information, or citations in any formal academic exercise.
2. This includes making up citations to back up arguments or inventing quotations. Fabrication predominates in the natural sciences, where students sometimes falsify data to make experiments "work". It includes data falsification, in which false claims are made about research performed, including selective submitting of results to exclude inconvenient data to generating bogus data.

vii. DECEPTION

Providing false information to faculty concerning a formal academic exercise—e.g., giving a false excuse for missing a deadline or falsely claiming to have submitted work.

viii. SABOTAGE

Acting to prevent others from completing their work. This includes cutting pages out of library books or willfully disrupting the experiments of others.

All the above defined academic offenses should be reported by the concerned faculty to the Dean. The Dean in consultation with Registrar & Head – Admin & Exam Department will decide on the action to be initiated against the student. The following is the normal flow of such a process.

b. INQUIRY OF SUSPECTED ACADEMIC OFFENSES (AS DEFINED ABOVE)

- i. When a student is suspected of academic offenses, the Administration and Examination department arranges an investigatory interview by an investigating team appointed by Dean. The minutes are recorded by a member of the investigating team.
- ii. The allegation is fully explained and the student is allowed to have his/her say to defend himself / herself and explain the situation.
- iii. The investigating team will submit its recommendation along with the minutes of investigation interview to the office of Dean & Registrar.
- iv. The Dean in consultation with Registrar & Head – Admin & Exam will advise appropriate action, based on recommendation of the investigating team. The decision of the Dean cannot be challenged or reviewed
- v. Unfair means students will not be included in the toppers or Founder President's list.

c. COURSES OF ACTION THAT MAY BE RECOMMENDED BASED ON THE SEVERITY OF OFFENSE

- i. A strict warning to be issued to the student against committing academic offense in future and impose deduction of marks on the piece of assessment excluding midterm and final examination.
- ii. Record a mark of zero for the piece of assessed work or examinations.
- iii. Record a mark of zero for every assessment made within the course.
- iv. Record a mark of zero for every assessment mode for all courses during the concerned academic year.
- v. Debar from the University for the concerned academic year. Allow no re assessment or Re-course and no refund of tuition fees.
- vi. Debar from the University. Allow no re enrollment and no refund of tuition fees.

d. DISCIPLINARY POLICIES – GENERAL RULES & REGULATIONS

Any violation of the code of conduct as specified in the student handbook is liable for punishment. Some of the specific violations could be:

- i. Any misbehavior or misconduct, which may distort the image of the SUC.
- ii. Misconduct in classroom, computer lab, or library.
- iii. Any insult to faculty or staff members.
- iv. Any damage to SUC property.
- v. Any misconduct during exams.
- vi. Moving around as couples.
- vii. Dress code

- viii. Fighting.
- ix. Theft.

In order to make fair decisions on any misconduct/ misbehavior or violation of a student, a disciplinary committee called Disciplinary Action Committee (DAC) is in place. The objective of this committee is to hear from the student and the complainant involved in such an act in order to decide the course of action to rectify such misbehavior / misconduct in the future. The administration department will present the case to the committee at the time of meeting /hearing. The DAC consists of:

- i. Chairman of DAC Committee
- ii. One faculty member teaching the student who has been called for hearing
- iii. Dean
- iv. Registrar
- v. The Advisor [BBA] & Mentor [MBA] of the student
- vi. Class Representative
- vii. Head – Admin & Exam Department

The decisions made by this committee is communicated to the student concerned, copy of the written decision is filed in the student's file and the punishment decided by the committee should be served by the student.

i. LEVELS OF DISCIPLINARY ACTION, RESPONSIBLE AUTHORITY

- 1. Verbal warning - Admin
- 2. Written warning – Admin (Maximum 2 written warnings)
- 3. Depriving the student of some privileges – Admin (1 to 2 weeks)
- 4. Preventing the student from attending SUC – Temporary Admin (Suspension not exceeding 7 working days)
- 5. Suspending the student for more than 7 working days – DAC
- 6. Permanent expulsion from SUC - DAC
- 7. Canceling registration the academic degree given to the student
- 8. SUC Management can cancel the degree in case of any falsification or deceit information or records is discovered after the completion of degree

The level of disciplinary action will depend on the number of, and/or the extent of violation. Registrar carries the right to apply any level of punishment depending on the seriousness of indiscipline act committed by the student.

e. ACADEMIC INTEGRITY PLEDGE

I [student's name] pledge my commitment to the following values:

- i. I will hold myself accountable for all that I say and write;
- ii. I will hold myself responsible for the academic integrity of my work;
- iii. I will not misrepresent my work nor give or receive unauthorized aid;
- iv. I will behave in a manner that demonstrates concern for the personal dignity, rights and freedoms of all members of the community;
- v. I will respect university property and the property of others; and
- vi. I will not tolerate a lack of respect for these values

XV. ACADEMIC ADVISING

SUC has an effective academic advising scheme that has helped the academic performance of students in the past. The objective of academic advising is to help students achieve a higher degree of academic performance through the processes of planning and development of their study, growth, and a career that would lead to a prosperous future, while they are studying in SUC. A faculty member of SUC, who has the closest expertise relevant to the student's major field of study, is assigned to the group of students as 'Advisor'. Every student is assigned to an Advisor at the time of admission. The advisor provides the student with information about courses, accessing University facilities and academic support units, and guidance on how to perform better in their courses and programs of study.

Academic Advising focuses on the following:

- a. Monitoring the progress of the students continuously.
- b. Implementing and communicating information about academic policies, procedures and graduation requirements.
- c. Assisting students in clarifying their academic goals and objectives.
- d. Providing individual and/or group advising opportunities to assist students in achieving academic success.
- e. Making referrals and directing students to appropriate academic support units and resources.
- f. Demonstrating a high level of professionalism and consistently maintaining confidentiality in advising/ counseling matters.

a. STUDENTS' RIGHTS

Students will have the right of timely access to an assigned advisor, the right to receive pertinent and accurate information as needed for academic and career planning and the right to make their own decisions.

b. STUDENTS' RESPONSIBILITIES

The following are the responsibilities of the students to make the scheme work effectively for their optimum benefit:

The following are the responsibilities of the students to make the scheme work effectively for their optimum benefit:

- i. Make an effort to get to know their advisor.
- ii. Maintain an academic advising and career-planning file.

- iii. Know the degree requirements and other relevant academic policies and procedures.
- iv. Complete academic requirements in a timely manner.
- v. Initiate timely career and academic inquiries and discussions with advisor.
- vi. Make regular progress in appointments and also meet advisor for assistance when questions or problems arise.
- vii. Prepare a list of questions or concerns prior to meeting with the advisor.
- viii. Be considerate to the advisor's schedule of advising appointments and arrive promptly.
- ix. Take responsibility of their decisions.
- x. Provide regular feedback of Academic Advising scheme and the advisor.

c. STUDENT FEEDBACK

The SSD conducts semester wise feedback of the course and an annual feedback for the functions and facilities provided by SUC during the academic year. To be eligible for giving the feedback, the student must have 60% attendance.

On completion of guest lectures and events or an activity, the students taking part in such activities will have to provide the required feedback.

XVI. QUALITY ASSURANCE & INSTITUTIONAL RESEARCH OFFICE

Skyline University College is committed to improve quality in education by continuously evaluating institutional processes through planning, implementing, evaluating and refining the institutional effectiveness regularly.

The Quality Assurance Unit at Skyline University College (SUC) was set up in January 2012. The Quality Assurance Office has a responsibility to pursue the vision and mission of the institution in coordination with various departments and committees. It also aims to support the institution in preparing, implementing and evaluating the Strategic Plan. The Quality Assurance office designs appropriate methodologies for meeting the Quality standards of the Institution in Academics and Academic Support Services and regularly reviews the operations to increase the effectiveness and efficiency of the institution.

a. INSTITUTIONAL RESEARCH OFFICE

To facilitate the Quality Assurance Unit, the Institutional Research office is responsible for collection, organization, compilation, and dissemination of information to the decision making units for improving the quality of education standards according to the vision of SUC. The following are some of the vital activities performed by the Institutional Research Office:

- i. Planning and supporting the Decision making
- ii. Quality Enhancement
- iii. Conducting Surveys
- iv. Enrollment Forecasting/Trend Analysis
- v. Assistance in Accreditation

b. ARTICULATIONS

SUC has articulation agreements with universities spread over UK, US, Canada and Asian countries. This facility is extended to the students enabling them to pursue higher education through campus exchange program.

XVII. ADMINISTRATION & EXAMINATION DEPARTMENT

The Administration & Examination Department is a vital unit of Skyline University College (SUC) that keeps updated records of students; provides timely and accurate information for decision-making to the faculty, management, parents and other external agencies; ensures smooth operation of classes; provides adequate safety and security for students, staff and SUC infrastructure; ensures prompt services to the students and assists the Academics, Academic Support Unit & Management in implementing the policies and procedures.

a. SERVICES PROVIDED TO STUDENTS

i. PROVIDING ADMISSION KIT (LETTERS & INVOICE)

Once the student's admission is confirmed, a 'Letter of Admission' & 'Invoice' are issued. Students need to pay their SUC fees according to the Invoice raised.

Note: It is the student's responsibility to report any discrepancies in invoice to the Admin Dept. within a maximum time frame of one month after the receipt of invoice is issued.

ii. IDENTITY CARDS

Students are issued with a SUC Identity card according to their admission status. For provisional students, the validity of the card is for one semester and for confirmed students, it is valid till the end of the program. Students need to carry their Identity cards at all times while being in the SUC Campus. Identity cards will be checked randomly.

iii. CLASS DETAILS

Details of the classes along with the students list will be displayed on the notice board on the first day of the class.

iv. CLASS SCHEDULES

Class schedules along with the class room number will be uploaded in student portal. The same will be displayed on the notice board as well. Assessment schedules along with the Mid Term & Final examination dates will be announced within two weeks from the start of the class and will be displayed on the SUC website & Student portal. No information on the above will be provided through telephone. The 'How to access student portal' attachment will be handed over to the students during 1st week.

v. PORTAL ID

Every student is issued a portal ID and password through which they can access their class attendance, assessments and the results online. The academic profile, Academic Advisor and the events of the SUC can also be accessed through the portal.

vi. LOCKERS

Lockers are available for the students who can keep their respective belongings and the keys will be issued to the students through the SSD. Students leaving the SUC due to cancellation, transfer to other institution or graduation are required to return the key to the concerned person.

vii. LOST AND FOUND

Lost and found items will be kept in Administration Department; Students are encouraged to report of any missing items as soon as possible.

viii. MAIL SERVICES

All the mails addressed to the students are kept in the Administration Department. Students are requested to check their respective mails weekly.

ix. PARKING [CAMPUS]

Students who use their own transportation are requested to collect the car stickers from the Administration Department. Students are requested to park their car on their designated area without blocking other cars. Students are urged to drive slowly and cautiously when entering and leaving the premises. Students who wish to use the college transport are requested to register with the Finance Department.

x. SMS SERVICES

The administration provides SMS services to keep the students well informed about the SUC's academic & academic support services activities.

xi. WIRELESS SERVICES

Wireless services are activated in the campus for accessing the internet services.

xii. ONLINE SERVICES

Students can visit the online services for making requests for appointments, certificates, letters, suggestions/comments, etc.

xiii. MOSQUE AND PRAYER ROOMS

Well-furnished prayer rooms including ablution are located in the First Floor for men and women separately.

xiv. COMMON ROOM

Common room is designated to students for conducting various activities including rehearsals for any upcoming events.

xv. PLASMA ELECTRONIC DISPLAY

A plasma monitor is placed in the campus premises for the updates about the campus activities.

xvi. BULLETIN BOARDS

Bulletin boards are available at Skyline SUC for posting informational notices. Student Counseling Office is responsible for updating the bulletin boards. Notices may only be displayed on designated bulletin boards and for a period of time. No notices may be posted on glass doors or building walls.

xvii. HELP DESK

A friendly staff member is assigned to help new intake students to be of assistance with regards to the campus whereabouts.

xviii. GRADUATION PLAN

Every student is issued with the graduation plan at the time of admission. In case of students meeting the GPA requirements they may opt for accelerated program, for which the graduation plan may be revised and also revised plan of fee payment schedule is notified.

xix. REQUEST FOR CHANGE OF CLASS TIMINGS

Students willing to shift their classes from morning to evening or vice-versa should fill up the request form available with the Administration Department providing reasons and evidences. Such request will be approved only according to the availability of the seat. The change of class shift will be entertained only during the first two weeks from the commencement of the semester and will be at solely subject to the availability or judgment of the Head – Admin & Exam Department.

xx. SERVICES ON THE PORTAL

Student can log into the SUC Portal to check the following:

1. Attendance
2. Information about the IELTS web sites suggested by the teacher
3. Updated news and events
4. Results
5. All requests
6. Car registration
7. All kinds of letters
8. Names of advisors
9. Room allocation
10. Class schedule

b. PRIVACY POLICY

SUC accords all rights of privacy to its students. SUC will not disclose any information about the student's academic and non academic records without the consent of the student. The exceptions could be the following:

- i. Dean, HQA, HHR and Registrar
- ii. CAA & MOHESR Officials
- iii. Another University / College where student might be interested in joining, on student's request.
- iv. Person(s) or organization(s) providing financial support
- v. Accreditation Agencies
- vi. Judicial Orders
- vii. Academic Advisors/Mentors

Information regarding name, age, address, telephone number, date & place of birth, major field of study, degrees awarded, and participation in extra-curricular activities etc may be provided at

the discretion of the SUC. A student may withhold the release of the above information through a written request to the administration.

c. STUDENT DRESS CODE

Students are required to be dressed formally and follow the dress codes in conformity with norms of civil society in the United Arab Emirates and particularly that of the Emirate of Sharjah. The student must always be presentable in all aspects and maintain proper personal hygiene so as to maintain a decent image of self and the university. Short pants and short sleeves are not allowed as per the Sharjah law and if found, the student will be asked to leave the SUC.

XVIII. COMPUTING DEPARTMENT

The Computing Department provides information technology (IT) resources to the SUC community. The department's activities include maintaining Network, Web, Mail, Data and File Servers to provide fully automated and efficient Portal services to faculty, staff & students. The department is also responsible to maintain and ensure smooth functioning of classroom IT resources. The Computing Department aims to provide accessible and reliable administrative information systems to support operational decision-making, planning and analysis. As part of the institution's strategic plan to serve the various users of SUC effectively an indigenously developed Campus ERP is installed to facilitate smooth flow of information between and within departments so as to enable effective flows of communications between faculty, staff & students of SUC. The Computing Department provides students, faculty, and staff of SUC access to information technology services. The Department strives to provide an environment which the students, faculty and staff can use information technology resources for instruction, research and administrative operations.

a. FACILITIES

At SUC, the Computing Department is responsible for providing technological services in the form of hardware, software & web services to the faculty, staff and student. The computing service aims at collecting data, analyzing and disseminating information to help various users to optimally utilize the information to accomplish their respective objectives. Following are the facilities and services provided by the Computing Department:

i. COMPUTER LABS

The SUC has three computer laboratories with around a total of 122 computers with different configurations to match the requirements of the curriculum. All the computers have multimedia with internet facility. The computers in the lab are regularly updated for uninterrupted access by the students.

ii. AUDIO-VISUAL EQUIPMENT IN CLASS ROOM

SUC has 30 classrooms that are equipped with audio visual equipment and Internet connections. Classrooms multimedia resources are adequate to use online / offline resources for imparting knowledge and conducting various exercises to enhance the learning process. It is also used to enter online attendance so that transparency can be maintained. Access to portal and study material upload can be used for the benefit of the faculty and students.

iii. PRINTING & PHOTOCOPYING CENTER

The SUC has two heavy-duty photocopiers and printers to serve students in taking photocopies, color printing and color scanning all study material which is required for enhancing their learning outcome.

b. SERVICES

i. SOFTWARE CENTRE

Software center is controlled by the Computing Department which is responsible for developing in house software as per the requirements of various Academic and Academic Support Services departments of the SUC. They also take care of portal services of the SUC.

ii. MANAGEMENT OF WEBSITE

The Computing Department manages website that provides web services to the various department of SUC and academic to display information to the SUC community.

iii. TECHNICAL SERVICES

The Computing department understands the individual requirements of the faculty, staff & student and provides updated resources time to time.

iv. INTERNET SERVICES

The internet facilities are connected with 40 Mbps fiber optics connections to provide adequate speed for accessing internet services throughout the campus. The internet facility is provided free of cost to its users 24x7, which enables the students to get global information from a worldwide network. In addition to this an internet based Mail Server that offers mail services, and an internet based Web Server.

v. SUC EMAIL ACCOUNT

The Computing Department provides each faculty and staff at the SUC with an email account for official correspondence.

vi. STUDENTS PORTAL EMAIL ACCOUNTS

Each student is issued a unique Email ID for correspondence with the university.

vii. NETWORKING & INTRANET SERVICES

The Computing Centre network is powered by high-speed fiber backbone. On this backbone a File-Server is connected, which enables the faculty & students to post their study materials on internal server and store their important data and files in safe place.

viii. PORTAL SERVICES

Students are given access to the portal services which enables them to get information about their attendance, grades, online appointment, registering online suggestions & complaint, HR services. Students can download CDP & study materials, accessing online e-database/e-books, online request system, online department feedback can track student progression, class schedule, advising, courses enrolled for & results etc., and the students are issued individual username and passwords for using this facility.

ix. TIMINGS & ACCESS TO COMPUTING LABS

The Computer labs are available for access from 0930hrs to 1330 hrs and 1700 hrs to 2200 hrs on working days. The lab access is available from 0900 hrs to 1900 hrs on every Friday and Saturday.

c. SECURITY SYSTEM

The SUC computing services is well secured with the help of server management, CCTV cameras, IP based cameras, firewalls & anti viruses and is updated on regular intervals. This is done keeping in mind the safety and security of our students and to avoid any kind of unforeseen incidents within the campus.

d. RULES AND REGULATIONS

i. USE OF IT RESOURCES

1. All SUC IT resources should be used exclusively for the benefit of SUC community to create an environment of learning and speed of services.
2. IT resources should not be used for consultancy or commercial projects, unless a prior permission has been obtained from the Head - Computing Department.
3. All the users should strictly abide by the below specified guidelines
4. Do not allow id & password to be used by anyone other than Computing Department staff.
5. Do not damage any of the equipment.

6. Do not download and store culturally undesired/unwanted files in the system.
7. Do not modify the configuration of equipment, until the permission of Computing Department staff is obtained.
8. Do not bring any pirated software and install on any of the workstations in the computer lab.
9. Do not hack any site, as this may cause a framing of criminal case against him/her.
10. Do not download and install/copy any program from Internet.
11. Faculty, staff and student must use SUC email, portal account for academic purpose only.
12. Do not reveal their user name and passwords to other users.
13. Do not jeopardize the work of any other member or the computing network.
14. Do not modify the network configuration, until the permission of Computing Department staff is obtained.
15. The members must abide by the licensing regulations of the software provider regarding use of the software and payment for it.
16. The members should take permission prior to downloading and installing any software from internet. This includes software such as messaging, chat software, etc.
17. Do not damage any of the equipment.
18. Do not bring any eatables or drinks inside the reprographic center.
19. Students need to obtain coupons to get any photo copies and print outs.
20. More than 15 pages of a particular book/journal are not allowed.
21. Students will be provided printing services on first come first serve basis.
22. Do not use mobile phones inside the classroom & computer lab.
23. The students must comply with the instructions from a member of Computing Department staff.
24. No eatables are allowed inside the computer lab.
25. Uses of mobile phones / smoking are strictly prohibited in computer lab.
26. Deliberate damage to, or loss of, materials, equipment or furniture is a breach of these regulations, will brought to the notice of Dean. Under such circumstances the student may be required to pay for any damage to the property he/she has caused then they should compensate the SUC for any loss it may have suffered.

The SUC accepts no responsibility for personal property lost or damaged at the SUC premises, including in computer lab.

e. STUDENT OWNED TECHNOLOGY POLICY

The Computing Department provides information technology resources at SUC to the students such as portal services and email services. SUC student can use their personal devices like Laptop, iPad, iPhone, Kindle etc. in the SUC campus as per following guide lines.

- i. The SUC will provide assistance to on-campus students connecting personal computers to the SUC campus network.
- ii. The SUC will not install operating systems or application software on student systems other than that required to gain access to SUC's networks.
- iii. SUC does not take the responsibility of repairing any student-owned equipment, software, or operating system files.
- iv. Students are responsible for keeping personal computers virus-free. Students who are knowingly or unknowingly propagating viruses on the SUC network will be disconnected from the network.
- v. Student should not use the external storage media such as USB/CD/DVD/Pen Drive etc. on the SUC network without the approval of concerned faculty member, staff or Computing Department.
- vi. Student should not use SUC printing resources from their personal devices such Laptop, iPhone, iPad, Blackberry etc. without approval of Computing Department.

i. GUIDELINES ON SUC NETWORK USAGE WITH STUDENT OWNED DEVICES

1. Acceptable Devices

Students may access the student wireless network with any device with Wi-Fi (802.11 b/g) connectivity. Students may only access the network with devices that are their own personal property.

2. Content Filtered

Access through Cyberoam (as per SUC's Internet Access Policy) to the Internet will be provided for student owned devices.

3. Personal Responsibility

The SUC assumes no responsibility for the loss of, theft of or damage to any personal devices that a student connects to the student wireless network through Wi-Fi, wired or any information on that devices.

4. Security

Students shall not impair the security of the SUC network. This expectation includes but is not limited to:

- i. Students are expected to maintain up to date antivirus and antispymware protection on all devices that are connected to the SUC student wireless network. Devices without up to date security programs may be denied access

to the network of SUC.

- ii. Students are expected to safeguard all network passwords. Students should not share network passwords with others and should change passwords every fortnightly. Students are expected to notify to Computing Department immediately if they believe their student account has been compromised.
- iii. Students are expected to log onto the student wireless network only with their account and not to allow others to use their account.

5. Inappropriate Use

- i. The SUC network is a shared network where all users are obliged to use the resource responsibly. Students are provided access to the SUC student wireless network through their personal devices primarily for educational purposes only. Incidental personal use of the network is acceptable, but students should not use the network for personal activities that consume significant network bandwidth or for activities that violate SUC policy or UAE law. These include but are not limited to:
 - ii. Students are allowed to use only approved online academic/business games through SUC network.
 - iii. Downloading software, music, movies or other content is in violation of licensing requirements, copyright or other intellectual property rights.
 - iv. Downloading, viewing or sharing inappropriate content, including pornographic, defamatory or otherwise offensive material.
 - v. Conducting for-profit business.
 - vi. Using hacking tools on the network or intentionally introducing malicious code into the SUC's network.
 - vii. Conducting any activity that is in violation of SUC policy or UAE law.
 - viii. Using any software or proxy service to obscure either the student's IP address or the sites that the student visits. Disabling, bypassing, or attempting to disable or bypass any system monitoring, filtering or other security measures.
 - ix. Accessing or attempting to access material or systems on the network that the student is not authorized to access.

6. No Expectation of Privacy

The SUC can and does monitor internet access and activity on the SUC's network, including but not limited to sites visited, content viewed and email sent and received. The SUC may examine a student's personal device and search its contents if there is a reason to believe that SUC policies, regulations, or guidelines regarding access to the network or use of the device have been violated.

7. Disruptive Activity

Students should not intentionally interfere with the performance of the student wireless network and the SUC's overall network.

8. Unauthorized Networks

Students may not create unauthorized wireless networks to access SUC's student wireless network. This includes establishing wireless access points, wireless routers and open networks on personal devices.

- i. Unauthorized copying computer program(s) from the SUC Computer System is prohibited.

9. Consequences of Inappropriate Use

Students who misuse SUC's wireless network will be subject to discipline which may include loss of access to student wireless or all internet access and/or other appropriate disciplinary or legal action in accordance with the SUC Policy.

XIX. LIBRARY

The SUC Library was established in 1990. The Library caters to all the students, faculty and staff of SUC to pursue higher studies and research in accomplishing their degrees as well as the local community. The Library provides conducive learning environment in teaching and research programs of SUC by acquiring and making available all learning resources. The sole objective is to serve the right information to the right user at the right time.

SUC Library strives to enhance the personal growth of students and contribute to the development and sustainability of students, faculty and other members through free access to ideas, information, educational and scientific research, cultural experiences and educational opportunities.

a. FACILITIES & SERVICES

i. LIBRARY SERVICES

Library is providing the following services to the users:

1. Online Public Access Catalogue (OPAC)
2. Internet/CD ROM Search Assistance
3. Online Resources Services (EBSCO, E-Library)
4. News clipping Service
5. Reference/Referral Service
6. Current Awareness Service (CAS)
7. Selective Dissemination of Information (SDI)
8. Query Based Service (QBS)
9. Table of Content

ii. LIBRARY TIMINGS

The library is open from 0900 hrs to 2200 hrs on all workings days and during examination. It is open from 0900 hrs to 1900 hrs on every Friday and Saturday.

iii. NEWSPAPER CLIPPING SERVICE

The Library also subscribes to several newspapers and has a special service of newspaper clipping in which important news related to the subject areas is clipped and is maintained for future reference. This is done by the Library staff with the help of faculty from different subject field on daily basis.

iv. SDI/CAS SERVICES

The Library offers Selective Dissemination of Information (SDI) and Current Awareness Service (CAS) through news update, library information service, mails, seminars, orientation and through reference desk.

v. DISCUSSION ROOMS

There are four rooms for students' discussion and one big room for the faculty members. The rules and regulations are as follows:

1. The rooms for students have to be reserved in advance. The group which wants to use the rooms for discussion should give their names and the time for use at least one day before the requirement.
2. The rooms are for studies and group discussions purpose only.
3. If the group wants to use the bigger room for discussion they need a written permission from the faculty members.
4. The faculty members can use the rooms at their leisure.

vi. ONLINE RESOURCE SERVICE

The Library is equipped with 25 computer terminals with internet access. Students can access online databases subscribed by the library here. This database gives access to 5000 e-journals.

vii. GENERAL RULES OF THE LIBRARY

1. Silence should be maintained in the Library.
2. Spitting, smoking and other offensive or objectionable practices are strictly prohibited.
3. Cell phones should be switched off or kept in the silent mode with in Library premises.
4. Library ID Cards should be shown at entrance & also on demand whenever there is a Check.
5. Library ID cards/borrower cards are not transferable. Books are issued against borrower cards only on production of their own Library ID card.
6. On completion of course No dues Certificate will be issued only on surrender of Library ID card / borrower's card.
7. Overdue charges will be collected if book is not returned by due date.
8. If book is lost borrower is responsible to replace the book or pay latest market price. If title is out of print price will be charged as per Library norms.

9. No eatables are allowed in the Library.
10. Violations of Library rules can lead to hefty fines / debarred from Library.
11. Playing games, downloading games, software, music /video files is strictly prohibited in the electronic library area.
12. Library computers are meant for library search only and students are allowed to work on their assignments also.

XX. STUDENT SERVICES DEPARTMENT

REGISTRAR

Registrar leads and manages the SUC Student Services Department in supporting the values, goals and mission of the institution by supervising the activities of SSD, SSC, and SEC. REGISTRAR also facilitates the achievement of institutional goals by providing administrative expertise and support to the student body and advise Dean regarding student issues that affect general institutional planning and administration.

Registrar develops, coordinates and provides comprehensive support services for the continual growth and development of the students. It coordinates with Academic and Academic Support Services departments of SUC to ensure students' progress smoothly in their academic journey. SSD works in coordination with other departments to assist and provide all information and document requirements of the students as and when necessary. It shapes the student to be a responsible professional through counseling, internships and career placements.

SSD also supports and promotes student-faculty interaction at regular intervals to solve various academic progression and career development issues. It also engages students in various extra-curricular activities which further helps in their overall personal development helpful in succeeding in professional careers. SSD also provides co-curricular opportunities to develop communication, planning, organizing and coordination skills among students. Further SSD aims to create and maintain a community where each student is able to enrich their experiences through actively participating in the activities of Student Clubs/Committees.

STUDENT SERVICES COUNSELLOR (SSC)

The Student Services Counselor's responsibility is to ensure a consistently high standard of effective planning, organization and delivery of student services across the SUC. SSC ensures equal access to learning and support activities that will maximize their ability to achieve their intended qualification and learning outcomes.

STUDENT EVENTS COORDINATOR (SEC)

To keep the students engaged in the learning process through practical experiences, SUC organizes many co-curricular and extra-curricular activities involving student committees to enable them learn the basic functions of planning, organizing, leading and controlling the activities by managing the events.

a. SERVICES PROVIDED TO STUDENTS

i. COUNSELING FOR LEARNING STRATEGIES

Students may consult the SSD for any academic issues. The SSD assists the students by fixing an appointment with the concerned faculty member and coordinates to find appropriate solutions to their problems. At BBA Level counseling would help students to considerably reduce test/exam anxiety, improves study habits and helps involve in active learning approaches which assist them in attaining their academic goals.

Confidentiality

Counseling usually involves the discussion of sensitive and personal information of the student. It is important that one feels safe in his conversation with the counselor; privacy is maintained accordingly and protected. The confidentiality of information that a student shares with the SUC counselor is protected by professional ethical standards. The Department shall not disclose the progression / academic status or release any information related to counseling with anyone outside the SUC without the student's written permission. This includes responding to inquiries from parents, friends, professors, advisors, etc.

ii. CAREER DEVELOPMENT SERVICES

The SSD in coordination with the academic department offers a comprehensive career development program beginning with the student's first year of SUC at the BBA. SSD guides the student in various phases throughout the study period, major emphasis is on helping students explore and prepare for various career options and/or a BBA study program. SUC does not guarantee job placement, but the ongoing job development program and on-campus recruiting program organized by SUC from time to time or displays vacant positions on the notice boards, enhances the prospects for employment for students with regional and national employers.

Following are the Career Development Services offered by the SSD:

1. Career Exploration (Advising)

Student can meet the Student Counselor and faculty from specific field of majors to discuss career-related needs and questions. The advisor can help them to:

- a. Identify their interests and strengths
- b. Understand how their interests match educational majors at BBA level

- c. Select and evaluate educational majors at BBA level
- d. Explore career opportunities related to their educational major
- e. Evaluate career choices based on national trends and forecasts
- f. Begin developing skills to enhance performance
- g. Strategically plan their major, electives, and activities to support their career goals

2. Individual Student Consultation

The Student Counselor develops a working relationship with students to help assess the specific approach best suited to their personality, capabilities and experience. Advising includes initial discovery, development of action plans and regular follow-ups to help them achieve their career goals.

3. On-Campus Interviews

Employers contact the Student Counselor to schedule on-campus interviews and other recruitment related events. Events are advertised via the campus bulletin boards, email alerts and administration circulars. Students are instructed to submit a resume for pre-selection if they are interested in an advertised on-campus recruitment opportunity. Employers select the applicant they prefer to interview based on the applicant's qualifications. The Office of Student Services Department notifies selected applicants and schedules the on-campus interview.

4. Partnering with Recruitment Consultants

Employers contact the Student Counselor with their placement needs and fill up the need analysis form.

Employers are required to meet the SUC requirements in order to be enlisted:

- a. Employers must clearly indicate the employing organization's name.
- b. Employers must not solicit or sell their products or services on-campus at any time, especially via on-campus recruitment events.
- c. Employers must fully disclose the structure of their compensation packages and any business costs an applicant may incur in their first year of employment.
- d. Provides career progression path

iii. ALUMNI RELATIONS

Our Alumni are an integral part to help us in enhancing our public image, building trust in the education sector, improving our program structures with the help of industry inputs, placement assistance for current graduates and a lot more. SUC has a clear policy and plan for continuously improving our Alumni relations. SUC being one of the oldest institutions in UAE has a large number of graduated students and these graduates are goodwill emissaries of the SUC. SSD makes persistent and synchronized efforts to improve our Alumni relations:

1. Alumni Club

The Alumni Club was first established in year 2001 with the first Alumni meet. The efforts to increase the registrations for club were revived from year to year. Currently we have more than 300 registered members of Alumni Club. Many more activities have been planned to further strengthen our Alumni relations in the coming years including social, academic and cultural activities.

2. Alumni Requests

SSD acts as a medium between Alumni and various departments on campus. Alumni can send their requests for any documentation, letters, transcripts etc to the student affairs office and the same would coordinate with the respective department/s to address the request.

3. Placement Assistance

It is SSD which keeps alumni informed about the upcoming job vacancies available in market. If the employer has a specific requirement of experienced candidates, then relevant information is sent to the Alumni. Interested candidates who meet the criteria can send their CV to student affairs supervisor who then sends it to the employer.

4. Continuing Education

Learning is a lifelong process. With an intention to encourage the Alumni to expand their knowledge base and stay up-to-date on new developments, student affairs office sends regular alerts on any upcoming short courses, profession skill development programs, diplomas etc. run by the training department. Besides, regular industry updates are sent to Alumni on a monthly basis to give them information on current scenarios.

5. In-house Events

Alumni are kept informed about in-house events e.g. Annual Carnival, National day etc. where they are invited to participate. An Annual event of homecoming called "Alumni Meet" is organized which allows Alumni to meet their old friends, faculty members, staff and strengthen the bond with the SUC.

6. Alumni Survey

This survey is a very important tool to measure how effectively our programs have prepared our students for the practical challenges of the business world and how much our Alumni feel that Studying at SUC has helped them excel in their careers. This is an annual survey conducted generally during the annual Alumni meet. In case the annual Alumni Meet does not take place then the survey should be conducted on line, by email or by postal questionnaires. The questionnaire should be reviewed and revised if necessary on a regular basis at least once in two years.

iv. TRANSFER AND PURSUING HIGHER EDUCATION

Students at the BBA level would be interested to seek transfers during their BBA studies or admission to MBA studies. Interested students would have to approach Academic Advisors for seeking registration information for MBA. The Student Counselor assists Academic Advisors with student requests and queries. Such students are assisted right from process of seeking information to filling in forms, preparing necessary documents to obtain their acceptance letter from the universities. Students who wish to study abroad should begin planning early in their academic careers in order to meet the various course and language prerequisites.

v. INTERNSHIP ASSISTANCE

The Student Counselor in coordination with the academic units assists the senior level students in exploring and securing internship positions available in the industry of their future careers. A six to eight weeks internship provides the students an opportunity hands on experience of the industry they would soon be employed in. Students work in various departments like Marketing & Sales, Human Resource, Finance and other areas related to their major.

vi. PROFESSIONAL SKILLS DEVELOPMENT PROGRAM (PSDP)

The Chair of the PSDP Committee helps students develop a roadmap to a successful career by maintaining an up-to-date knowledge of current employment trends and job markets. They help students plan for everything from self-promotion to "bumps in the road" and prepare them for a comfortable transition that will take them from amateurs to professionals. The advisors work with students to develop the skills and techniques they need to get the right job for their skills and competencies. They help students identify potential employers, uncover hidden job markets, connect with hiring managers and learn networking skills.

SSD assists students in developing job search techniques like:

1. Preparing cover letter and résumé critique and construction
2. Preparing for an interview
3. Follow-up procedures with companies
4. Negotiation and salary information
5. Identification of potential employers
6. Suggesting a professional dress code

vii. ADDRESSING STUDENT'S GRIEVANCES

The SUC realizes that it is very important to have a working system in place that addresses and deals with student dissatisfaction. Efforts are taken to ensure that problems and issues once reported do not occur again. The problems raised by students could be in any area like services and their quality, information, teaching, etc. Students of SUC, who believe they have been subjected to any form of discrimination or have been denied access to services, have the right to file their grievance with the SSD counselor. The Counselor will try to resolve the issues by appropriately counseling the students. If the matter is still not resolved, the students may officially appeal to registrar (for academic support services complaints & academic complaints).

Student is required to lodge a complaint/suggestion either in person through their portal or mail. The case will then be forwarded to the SSD and discussed with the concerned Faculty member or Head of Department. Any remedial action required would be taken immediately & conveyed to the student by a written reply. Subsequently, if the student is not satisfied with the reply, the student can appeal to registrar (for academic support services complaints & academic complaints). Student grievance/complaints & suggestions are also addressed at the Class Representatives' meetings held every month.

Students can also convey their concerns through CR meetings various periodical feedback surveys conducted in the SUC such as the Faculty feedback, Academic Support Services feedback, etc. so that appropriate action can be taken.

The student grievance resolution procedures of the SUC are based on the following principles:

1. Procedures used to review and resolve complaints or grievances are fair.
2. Confidentiality will be respected, unless the use of the information is authorized by law.
3. Counselor who resolves the complaints or grievances will act fairly at all times and ensure that conclusions will be based on a fair hearing of each point of view.
4. Complaints or grievances will be handled in a timely manner with achievable deadlines specified for each stage in the evaluation process.

All concerned parties to the complaint or grievance is regularly informed on the progress of the matter.

1. Types of Student Grievances

a. Academic Grievances

These are usually complaints or appeals against academic decisions which include but are not limited to:

- i. Academic progression decisions.
- ii. Errors/discrepancies in the declared grades.
- iii. An unreasonable decision of a member of academic staff that affects an individual or a group of students.
- iv. Content and structure of academic programs, nature of teaching, and assessment criteria.

b. Academic Support Services Grievances

These relate to decisions and actions associated with administrative or academic support services units which include but are not limited to:

- i. Administration of policies, procedures and rules by central administrative and student support groups, faculties and departments.
- ii. A decision by an administrative staff that affects an individual or groups of students.

- iii. Access to SUC resources and facilities.

2. Withdrawal of Complaints or Grievances

A student may withdraw a complaint or grievance at any time during the grievance resolution process and in this case the matter will be concluded and deemed to be resolved. If the original complaint or grievance was made in writing then the withdrawal must also be in writing to the Counselor who is handling the matter at the time the withdrawal is being affected.

viii. STUDENT COMMITTEES AND ACTIVITIES

It is in interest of the institution to ensure moral, emotional, intellectual and physical development of the students through adequate extracurricular and sports activities at BBA level. Different committees are formed to promote student leadership and professional development by providing opportunities for students to be involved on campus, in athletics, organizations and administrative committees.

Student Services Department coordinates the formation of these committees and conducts the elections of student committee heads. New students are given a presentation about the committees by student counselor in the beginning of each academic year and interested candidates can fill up the committee registration form available with Student Services Department. Membership to all committees is offered on a nondiscriminatory basis and is open to all students. Budget will be allocated for each clubs/committees.

Each committee is chaired by a Faculty member or Staff member for providing necessary guidance to run committee activities. All the committees have separate monthly meetings. Subsequently, all committee heads meet on a monthly basis. SSD is responsible for organizing the year round extracurricular activities on campus and coordinating for intercollegiate activities. Responsibilities include:

1. To plan a yearly calendar of events and activities and inform the student community before the start of the academic year.
2. To seek financial support wherever required.
3. To coordinate with departments for infrastructural support to students, wherever required.
4. To inform the administration department about attendance of mitigation cases as per the institutional policy for students participating in extracurricular activities.
5. To recommend and acknowledge appreciation certificates to the students who have worked consistently towards SUC activities.

1. List of Clubs

- a. Dancing Club
- b. Music Club
- c. Drama Club
- d. Debate Club
- e. Community Service Club
- f. Quiz Club
- g. Art Club
- h. Alumni Club
- i. Press & Social Networking Club
- j. Toastmasters Club

2. List of Committees

- a. Events committee
- b. Newslines committee
- c. Class Representative Committee
- d. Notice Board Committee
- e. Sports Committee

3. Responsibilities of Students

- a. To fill up the online committee membership form before deadline.
- b. To read various announcements related to events and activities on notice boards on a regular basis.
- c. To apply for participation in any event well before the announced deadline.
- d. To contact the academic advisor or the student counselor to get a platform to showcase their talent in any field.
- e. To take prior permission from the student counselor and administration department to use any of the SUC facilities for any extracurricular activities.
- f. To take prior permission from the Dean, student counselor and the administration department to miss any classes in order to practice for any event.
- g. To take prior permission from the student counselor and the administration department to stay back in SUC during afternoon break for any extracurricular activities.

b. SERVICES OFFERED TO INSTITUTION

i. INPUT TOWARDS INSTITUTIONAL EFFECTIVENESS

The SSD is responsible for providing important inputs towards the SUC's institutional effectiveness program. The office conducts annual Alumni survey and employer feedback survey as per the Institutional Effectiveness calendar provided by the Institutional Research Office. These feedbacks serve as an important role towards measuring the effectiveness of SUC programs and services.

ii. Employer Survey

This Survey is another important tool to receive feedback of Employers of skyline graduates. The analysis of feedback helps the institution in knowing how efficiently the SUC graduates have been able to meet the requirements of their jobs. This is an annual survey generally conducted during the months of Feb, March and April. The questionnaires are sent to the employers directly by the Student Affairs Office via email or fax and received back by same media.

iii. Student Feedback

The SSD is responsible for conducting various feedbacks in the SUC in coordination with the Institutional Research Office. SSD is responsible to ensure maximum participation in the feedback for compiling reliable data from the population to help draw conclusive inferences towards policy amendments. Students are required to participate in the following feedbacks coordinated by the SSD:

1. Student Academic Feedback

Every student is responsible for giving faculty feedback at the end of every semester. This is required to evaluate the teaching effectiveness of the faculty and also to help in their continuous improvement.

2. Interim Feedback Survey

Students are also required to express their level of satisfaction with a new faculty by participating in the interim feedback survey. This survey is normally conducted for a new faculty two to three weeks after the commencement of every semester.

3. Academic Advising Survey

Each student is assigned to an advisor at BBA level for the purpose of academic advising. Students should provide their feedback on the advisor and express their level of satisfaction with the advisor assigned once a year towards the end of the spring semester.

4. Student Academic Support Services Feedback

Students are also required to provide their feedback on various facilities and services provided by the Academic Support Services department once a year towards the end of the Spring Semester.

5. Resource Adequacy Feedback

Students should also provide the feedback on the resource adequacies of the library and the computing department which is conducted at the end of every spring semester. This will help the computing department and library to know the needs of the students and bring necessary improvements in the existing system.

XXI. CORPORATE AFFAIRS

The Corporate Affairs Office is responsible for developing and maintaining relations with the experts from industry so that their experiences can be shared with the academia community of the institution, to enrich the conduct of the courses and expose the student to the best practices in the industry through field visits and guest lecture. The office also identifies opportunities of internship and placements for its students. This tool helps in understanding industry requirements and helps in improving the preparedness of our graduate for suitable employment.

The Corporate Affairs Executive performs the following functions:

- a. To identify organizations that can add value to SUC and to build corporate relationship
- b. To identify organizations for resource personnel for guest lectures, field visits, internships and placements opportunities
- c. To invite industry experts for program review process
- d. To promote consultancy and joint projects with the identified organizations
- e. To organize field visits, guest lectures, consultancy and joint projects
- f. To develop soft skills among SUC students through PSDP

a. PLACEMENT

Placement rate of graduates is an essential tool to measure an educational institution's effectiveness. The SSD is in charge of complete coordination of the placement at SUC. The functions of corporate affairs office with regards to placement are as follows:

- i. Identifying employment opportunities for our SUC students in the national, regional and international market.
- ii. Maintaining and updating the database of potential employers.
- iii. Coordinating with employers to complete their need analysis form and accordingly send them appropriate student CVs.
- iv. Organizing campus interviews.
- v. Coordinating with employers to secure internship positions for senior level students.
- vi. Maintaining a data of placement activities in the form of monthly and yearly reports.

b. TECHNICAL VISITS & GUEST LECTURES

The Executive Corporate Affairs Office coordinates with the faculty to help students undertake technical visits & practical tours of industries related to their major areas such as retailing, banking, manufacturing, airports, tourism development projects & arranging seminars & guest lectures at the SUC campus etc. for students. This provides exposure to the students to comprehend the best practices of the industry.

XXII. SPORTS DEPARTMENT

The Sports Department of SUC strives to promote the social, mental and physical development of every student. Sport is an integral part of SUC's total educational process aimed at developing overall personality of individuals for healthy mind and body.

The Sports Department plans, organizes and conducts Intra-mural and Inter University/College sports activities on an annual basis to develop the spirit of competition, coordination and cooperation among the youth. The Sports department of SUC has the responsibility of organizing community service activities for SUC community.

The Sports Department of SUC is managed by the Head-Sports Department. The Head of the department is involved in the functions such as planning, organizing and conducting internal and external sports activities with the help of sports committee represented by faculty, staff and students. Sports Department engages expert coaches to guide the teams in case of necessity.

The Department also involves more number of students by forming clubs for each of the games like, Football, Basketball, Table Tennis, Volleyball, Cricket, etc. to encourage students to participate and organize.

a. SPORTS COMMITTEE

Sports Committee is the guiding force for promoting the sports culture at SUC. The committee is formed by incorporating members from faculty, staff and students. The formation of the committee is by selection from faculty and staff; while students have an option to join the committee based on their interest. The duration of the committee is for an academic year, during which they will meet at regular intervals to plan, discuss and execute the activities as scheduled by the Sports Department.

The purpose of the Sports Committee is to act in an advisory capacity for the following functions:

- i. Be a sounding committee for new ideas.
- ii. Assist in selecting the SUC teams.
- iii. Assist in organizing the SUC Sports Festivals.
- iv. Help to conduct SUC picnic.
- v. Create Healthy and Friendly Brotherhood atmosphere in SUC campus.
- vi. To develop leadership qualities through games and sports

Sports Committee consists of the following:

- i. Dean
- ii. Head Sports Department
- iii. Head Finance Department
- iv. Elected Members of Student's Sports Committee

b. SPORTS CLUB

A sports club is established based upon the approval of the Executive council of SUC, the sports club is governed by rules and as per the framework of SUC sports department. The sports club is formed for each major sport at SUC. Each team must have a senior student who heads the club and to takes the lead in organizing, executing and conducting sports events with the help of his team members. All the sports club teams will have to make their reports and submit to the sports committee for evaluation after respective events.

Selection of Members

The SSD sends circulars to all the classes regarding formation of a new SUC students' Sports Committee in the month of September. Those who are interested, their names are forwarded to Dean and with his consent Sports Department selects members from each majors and forms the club for that academic year. The club members are also selected from the selected SUC teams.

c. SPORTS FACILITIES

i. MULTI-GYM

SUC has a well-equipped gym which can be used by its students, staff and faculty under the supervision of the gym instructor. Students have to register their names with the sports department before using the gym facilities. All users of gym facilities must follow the displayed instructions of how to use equipment and the need for warm up activities. The weekday Students can use this facility between 1100 hrs to 1900 hrs from Sunday to Thursday and Friday & Saturday 1000 hrs to 1800 hrs wherein the days allocated to boys and male faculty/staff are Sunday, Tuesday, and Thursday and for girls and female faculty/staff it is on Monday and Wednesday. Boys and girls are not allowed to use the gym simultaneously.

ii. MULTI-PURPOSE HALL

The Sports Department provides facilities for various games such as Table Tennis, Badminton, Chess, Carom, etc. in the multipurpose hall which can be utilized by the students on weekdays as well weekends between 1100 hrs to 1900 hrs during break time and afternoons.

iii. RECREATION HALL

Billiards and Foosball facilities are arranged in the recreation hall for SUC students and staff members.

iv. PLAYGROUNDS

The new Football and Cricket grounds are ready to be used.

d. SERVICES PROVIDED

- i. Provides coaching to the students in various games such as Soccer, Basketball, Volleyball, Table Tennis, Badminton, Cricket and Swimming.
- ii. Organizes various Inter-University sports events.
- iii. Selects and trains teams to participate in various inter-university and intramural events.
- iv. Provides exposure to students in Community Service Activities.
- v. Provides the health services which include first aid and medicines for minor illness.

e. HEALTH SERVICES

The SUC has a medical room equipped with first aid facilities and medicines for general illness and sports injuries etc. Sports Department always keeps first aid ready at three different places in the campus. In cases of serious illness or injuries, SUC will refer students to Al Qasimia Hospital, which is the nearest Hospital. Also, our SUC has tied up with Dr. Sunny's Clinic, Royal Hospital and the University City Clinic in case of any emergency which are within the close proximity more details are available with the Head- Sports Department.

f. HOSTEL POLICY

SUC has hostel building located in the campus with a capacity to accommodate 42 students in 21 rooms, kitchen facility, laundry room, common room, warden's room etc. Recreation room with television and computer with internet facility is also provided to the inmates. SUC offers self sufficient hostel rooms on a twin sharing basis where each room is equipped with study tables,

chairs, single beds, cupboards, table lamps, curtains and other necessary equipment. Each room has a small working kitchen. The hostel can accommodate 42 boys.

i. ADMISSION TO THE HOSTEL

1. Admission to the hostel is strictly based on first come first serve basis.
2. First preference is given to the international students who are on SUC visa.
3. In case accommodation is still available local students will be considered.
4. Students seeking admission in hostel must fill the hostel application form at the time of admission in the SUC.
5. Each student residing in the hostel must pay a caution deposit of AED-1000/- which is refundable at the time of check out after adjusting any charges due against.
6. Local guardians, if any, should be authorized by the parent.
7. Application for admission to the hostel must be submitted to the Finance Department.
8. The right of admission to the hostel is reserved. Admission to the University Hostel will not be made as a matter of routine and it will be at the discretion of the Management.
9. Students with chronic medical problems will not be admitted to the Hostel. By chance, if any student with chronic medical problem gets admitted to the hostel and notified later to the warden he/she will be asked to vacate the room immediately and parents would be informed so as to enable the student to have proper medical care by the parent/guardian.

ii. CAMPUS HOSTEL

The policies of the campus hostel contribute to the healthy environment of commitment and discipline among the students. The students are encouraged to develop community life and inculcate the spirit of tolerance, thus taking care of their psychological and emotional problems and shape themselves to be better citizens. It is in this spirit that the rules and regulations are framed for orderly and peaceful living. The SUC has authorized staff members (Hostel Manager, Warden) to manage the hostels. Maintenance and mess facilities are managed by the warden with the help of support staff. The following rules will be followed by all students residing in the hostel. Violation of any of these rules will make students liable for disciplinary action including expulsion from the hostel.

iii. EXTERNAL HOSTEL

SUC has tie up with furnished apartments in Sharjah. Skyline has authorised staff member and furnished apartment staff members to manage the students. The apartments are fully furnished with provision for self cooking. Maintenance and housekeeping are managed by

the Management. The policies of the furnished apartment accommodation contribute to the healthy environment, commitment and discipline among the students. Students on Skyline visa whose parents are not in UAE should stay in the accommodation provided by the SUC. The students are encouraged to develop community life and inculcate the spirit of tolerance, thus taking care of their psychological and emotional problems and shape themselves to be better citizens. It is in this spirit that the rules and regulations are framed for the orderly and peaceful living. The following rules will be followed by all students residing in the furnished apartment. Violation of any of these rules will make students liable for disciplinary action including expulsion from the apartment.

** A detailed hostel policy is available in the student handbook.*

g. SAFETY

It is imperative that the SUC provides a safe and conducive environment to everyone working and studying in it or visiting it, besides ensuring safety of its records, documents and property, moveable and immovable.

i. FIRE PREVENTION AWARENESS

1. It is of utmost importance to be aware of conditions that may cause a fire emergency and thereby endanger the safety of occupants in the workplace. The major causes of fire at the workplace include overloaded electrical outlets and extension cords, misuse of electrical items, mishandling of inflammables, improper storage of combustibles, unsupervised cooking and improper disposal of smoking materials on campus grounds. Implementing fire prevention measures is the key in an attempt to insure one's personal safety and safety of officemates.
2. In case of a fire, emergency, serviceable fire extinguishers have been positioned at accessible locations. The SUC is well equipped with the automated fire system which is frequently monitored by the local fire department authorities. Frequent examinations are carried out by the authorities to test the fire system during emergencies. The SUC also provides information to employees and students on fire related issues and advice on fire prevention requirements as well as current fire protection practices.

ii. FIRE PREVENTIVE MEASURES

1. To bring awareness about do's and don'ts in the event of fire through notices.
2. Encourage occupants to actively participate in fire prevention awareness programs.
3. Regularly observe all exits to keep them clear of obstructions at all times.

4. Report any tampering with the fire alarm, smoke.
5. Inspection of offices for overloaded circuits, frayed or damaged electrical cords, improperly used extension cords, improperly used appliances.
6. Forbid the use of open flame devices for any purpose in the SUC.
7. Respect the "No Smoking Policy" in all SUC facilities.

a. Housekeeping

- i. Exits, stairways and passageways leading to and from exits must be kept free of obstructions at all times. Furnishings, decorations, combustible objects, or inflammables must not block exits, access to exits. Dispose of all trash as soon as possible in trashcans or dumpsters. Waste materials must never be piled in corridors or stairways while awaiting removal.
- ii. Inflammable and combustible materials must be placed in an approved storage area.

b. Electrical Wiring And Appliances

Maintenance Department periodically inspects all electrical equipment and cords to ensure proper use and safe conditions. Properly ensures all electrical equipment is properly grounded. If any evidence is found of frayed, cracked or damaged wiring or electrical outlets, the equipment affected should be taken out of service until repairs are made. During non-working hours and holidays all office electrical equipments should be switched off to save energy and prevent fire accidents.

c. Fire Safety Inspections

The SUC is frequented by the Civil Defense authorities for safety inspections. All facilities and hazard prone areas are visited and sufficient advices are imparted during such reports. Fire Inspection is done to:

- i. Buildings
- ii. Campus Equipments
- iii. Fire protection and suppression systems

d. Fire Hazard Identification

All fire prone areas are frequently checked by the SUC maintenance department and the civil authorities and information is exchanged as to the preparedness during any eventualities.

SPORTS CALENDAR AY 2012-2013

FALL 2012

SNO.	EVENT	INTERNAL / EXTERNAL	DATE	STUDENTS TO REGISTER
1	Inter-Discipline Cricket Tournament	Internal	14 th to 17 th Oct. '11	10 th Oct. '12
2	Max Talent Cricket Tournament	External	16 th Oct. to 1 st Nov. '12	10 th Oct. '12
3	Higher Education Sports Federation Festival	External	20 th to 30 th Nov. '12	10 th Oct. '12
4	4th Skyline Inter-School Sports Festival 2012	Internal	24 th to 29 th Nov. '12	8 th Nov. '12
5	UOWD Sports Fest	External	2 nd to 6 th Dec. '12	10 th Oct. '12

SPRING 2013

SNO.	EVENT	INTERNAL / EXTERNAL	DATE	STUDENTS TO REGISTER
1	Gulf Cup Cricket Tournament	External	5 th to 18 th Jan. '13	22 nd Dec. '12
2	Sports Festival 2013	Internal	27 th to 31 st Jan. '13	20 th Jan. '13
3	14 th Skyline Cup Cricket Tournament 2013	External	12 th to 21 st Feb. '13	31 st Jan. '13
4	GMUA Sports Festival	External	24 th to 28 th Apr. '13	14 th Mar. '13
5	Bits Pilani Sports Festival	External	1 st to 11 th Apr. '13	14 th Mar. '13
6	AUS Racket Tournament	External	7 th to 11 th Apr. '13	14 th Mar. '13

XXIII. FINANCE

The Finance Department's prime responsibility is to ensure the financial stability and sustainability by projecting and assessing risk of SUC. This is achieved by implementing effective control systems, supporting & advising departments in managing their budgets and expenditures. The Finance department serves students, staff and SUC community with accuracy. Finance Department provides guidance and orientation on budgeting, accounting and financial services for the academic and administrative departments of SUC that will enable it to achieve its mission. In order to assist SUC in achieving its mission, the department develops implements, maintains and monitors department wise revenues and expenditures that ensure accountability and transparency in managing the financial resources efficiently & effectively. This system requires the department to properly account for the financial transactions in line with the planned budget. It also analyses and reports all budget information in order to help the management take appropriate decisions.

a. SERVICES TO STUDENTS / FACILITIES

SUC campus aims to create a positive and vibrant learning climate by fostering a dynamic and lively interaction with the diverse students emanating from various other accredited educational institutions and universities that are located in the United Arab Emirates.

i. CAFETERIA

The SUC has a cafeteria located at the ground floor wherein food is available at subsidized rates to the students. The cafeteria has a varied set of menu which caters to Arabic, Asian and continental cuisine which are prepared under the hygienic standards specified by the Sharjah Municipality. Regular inspections are carried out by the external and internal authorities.

ii. STUDENT TRANSPORT

SUC provides transport facilities to the students living in Sharjah, Dubai and Ajman. The transportation facilities are arranged with the Swift line Transport Company. The timings, bus stops and route plan are pre-determined by the finance department. All students who avail transportation are required to approach the finance department and fill up the transportation registration form providing the exact details of place of stay (if, possible landmarks near your location for easy identification), contact numbers. Students are allotted the time and designated placed for the pick-up and drop. A monthly fee is charged from the students and in case of students discontinues the transport services, the same should be intimated to the finance department before the start of the next month. Transportation fees should be remitted to the Accounts Department on or before the 10th of each month, where

a student is issued with a bus pass and has to be shown on demand. Transport fees are charged for the calendar month irrespective of how many days they avail the facility in the month. All students using the transport facility must abide by the rules and regulations as mentioned in the transport policy below.

b. SCHOLARSHIP

To invest in a quality education is one of the most important decisions the students and the parents will have to make. At SUC, we believe that students with financial constraints may still choose quality academic programs therefore we reach out to motivated and deserving students who have limited financial resources by offering SUC scholarship funds to provide the means to attend SUC and realize their dreams. The SUC scholarship is awarded to school students who are inclined to join SUC and current students. Following are the types of scholarships:

- i. Need based scholarship – offered on income criteria
- ii. Toppers Award – offered on academic performance
- iii. Student Trainee Salary – offered for providing assistantship to SUC
- iv. Sports Scholarship – offered on excellence in sports
- v. Corporate Scholarship – offered to organizations, social clubs, consulates and government departments
- vi. Outstanding efforts in extracurricular activities

c. FEE WAIVER

Discounts / Reduction in fees are offered to encourage professionals from the field to further enhance their skills and expertise.

- i. Industry Fee Waiver
- ii. Sibling Fee Waiver
- iii. Government/ Bank Fee Waiver
- iv. Educational Establishment Fee waiver

d. FUND RAISING

The main source of funds for SUC comes from private donors or financial support extended by charitable institutions / corporate / sponsorships / alumni grants / scholarships programs or amount received from events or programs conducted by SUC.

FINANCIAL RULES & REGULATIONS AY 2012 – 2013

TUITION FEES – FIXED FOR STUDENT AT THE TIME OF JOINING	
PARTICULARS	AMOUNT (in AED)
Application Fees (Non-refundable)	1,000.00
First Installment Fees (One time Payment & Refundable before start of class)	5,000.00
APPLICATION & FIRST INSTALLMENT FEES	6,000.00
PARTICULARS	AMOUNT (in AED)
Tuition Fee [per credit]	1,000/-
Student Activities Fees (One time Payment – included in the fees)	5,000/-
Lab Fees (Computer Lab, Library, Language Lab Etc.) (One time Payment – included in the fees)	3,800/-
Book & Study Materials (Books for 40 courses only; One time Payment – included in the fees)	6,700/-

Note: Fees Subject to change

1. Tuition Fees are to be paid according to the payment plan given to the students.
2. Late payment AED 10/- per day is charged as penalty from the 11th of the month in which the student fails to pay by the due date of tuition fee.
3. It is the responsibility of the student to pay the fee on time; SUC will not issue reminders.
4. Students having tuition fee due will have their academic record withheld and would not be allowed to proceed in the semester and will also not be registered for the next semester. Student having two months outstanding will be

deactivated and if the fee is not cleared before the final examination, student will be withdrawn from the semester.

5. Photocopying, Stationary items and other miscellaneous fees are not included in the tuition fee.
6. Tuition fee paid in excess can be transferred to the next semester. No refund applicable.
7. Tuition fee cannot be transferred from one student account to another student account, what so ever may be the reason.

ADDITIONAL SERVICES FEES AY 2012 – 2013

SUBJECT TO CHANGE ANNUALLY	
PARTICULARS	AMOUNT [in AED]
TRANSFER OF CREDITS FEES	
Fee Waiver for Transfer of credits per course	1,500/-
Transfer of credit – Application Fees	300/-
REPEATING COURSES & POSTPONEMENT FEES	
Repeating Course Fee [BBA Active Students] (AED 1000/- x 3 credits) books included in the total fees	3,000/-
Postponement fees (1 Semester Only - Subject to approval)	1,750/-
Re-registration Fees	1,500/-
Re- sit Fees	500/-
Mitigation Re-exam fees	250/-
Revaluation fees	150/-
MISCELLANEOUS FEES	
Letters from Skyline - (Within 24 Hours)	60/-
Urgent Letters – (Within the session)	125/-
CDD	300/-
CDD – (Within 24 Hours)	350/-
Resource Utility Fee – Alumni / Outsiders	1,000/-
Transcript	200/-
Transcript [Urgent]	250/-
Provisional Certificate	300/-
Provisional Certificate [Urgent]	350/-
SUC Attestation – Local	25/-
Annual Membership fees – Alumni / Outsiders	500/-
Convocation fees [BBA Graduation fees & Gowns + 2 chips as per MOHESR requirements]	2,300/-

Hostel Students – Caution Deposit	1,000/-
Hostel fees – Boys [SUC Internal Hostel]	1,450/-
Hostel fees – Girls [External Hostel]	1,450/-
Hostel fees– Vacation Fees [Monthly Room Holding Charges]	500/-
Toastmasters Membership fees	350/-
Fee per course[BBA Non Skyline Students] (AED 1,000/- x 3 credits) + AED 250/- books + Application Fees = AED 500/- included in the total fees	3,750/-
VISA FEES	
Visa – (3 Year residence including Health Card) Subject to change as per Govt. regulations	5,500/-
Visa renewal with Health Card – For 1 Year Subject to change as per Govt. regulations	2,750/-
DUPLICATE – (CERTIFICATES/MARK SHEET ETC)	
Certificates – (Bachelors) (Degree attestation chip will be charged on actual)	750/-
Mark sheet [Final Transcript]	300/-
I.D. Cards	100/-
Examination Entry Slip	100/-
FINES	
Delay in book return – per day	1/-
Tuition fee late fines [per day]	10/-
Dishonor of Cheque	500/-
Parking fine / Speeding fine	200/-
Loss / Damage of locker key	50/-
Smoking <i>Applicable in non smoking zone</i>	50/-
FINES ON OUTSTANDING FEES POST GRADUATION CEREMONY	
AED PER MONTH	
Outstanding fees < 5000	100/-
Outstanding fees >5001 <10,000	200/-
Outstanding fees >10,001 <15,000	300/-
Outstanding fees >15,001 <20,000	400/-
Outstanding fees >20,001 <25,000	500/-

Outstanding fees >25,001 <30,000	600/-
Outstanding fees >30,001 <35,000	700/-
Outstanding fees >35,001 <40,000	800/-
Outstanding fees >40,001 <45,000	900/-
Outstanding fees >45,001 <50,000	1,000/-
Outstanding fees >50,001	1,500/-
BOOKS & EXTERNAL EXAM FEES	
TOEFL books (on return of the books to the library, AED 150/- will be deducted and the balance AED 250/- will be refunded to student) [Subject to change]	400/-
TOEFL EXAM FEES [Subject to change]	500/-
IELTS BOOK	750/-
IELTS EXAM FEES [Subject to change]	875/-
PASSPORT GUARANTEE	
Passport Guarantee Post Graduation	5,000/-
CHANGE OF MAJOR FEES	
<i>(Note: Kindly note that any additional courses taken will be charged as per the applicable course fees during that period of time)</i>	
Change of Major in the First year	500/-
Change of Major in the Second year	1,000/-
Change of Major in Junior / Senior	2,000/-

REFUND POLICY

AY 2012 – 2013

The Refund Policy applicable for the Academic Year 2012 – 2013 for the different fee categories will be as follows:

a. NON VISA STUDENTS

i. DEGREE MAIN PROGRAM

1. **Application Fee** – AED 1,000/- [Non refundable / Non transferable]
2. **First Installment Fee** – AED 5,000/-
 - a. AED 5,000/- refundable BEFORE the commencement of the program the student has enrolled.
 - b. NO refund is applicable AFTER the commencement of the program the student has enrolled. The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.
 - c. If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the first installment fees.
3. **Tuition Fee**
 - a. The tuition fee will be calculated till the date of official cancellation by the student or their guardian.
4. **Scholarship/Fee Waiver/Recommendation**
 - a. If the student wishes to cancel the program in between, fees accrued till the date of cancellation excluding scholarship/fee waiver/recommendation granted must be paid before release of any academic & support service department documents

ii. FOUNDATION PROGRAM [AIPC]

1. **Application Fee** – AED 1,000/- [Non refundable / Non transferable]
2. **First Installment Fee** – AED 5,000/- [Applicable towards the Degree Program]
 - a. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
 - b. **PASS:** If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of AED 5,000/- cannot be refunded

The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.

If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the First Installment fees.

- c.
 - d. **FAIL:** If a student fails the IELTS exam and wishes to repeat the course, the first installment fee of AED 5,000/- will be transferred to the degree program. New fee structure will apply.
 - e. **FAIL:** If a student fails the IELTS exam and wishes to discontinue, the First Installment fee of AED 5,000/- can be refunded within 5 working days after the declaration of results. Thereafter, no refund applicable.
3. **Tuition Fee**
The tuition fee will be calculated till the date of official cancellation by the student or their guardian

b. VISA STUDENTS – LOCAL

i. DEGREE MAIN PROGRAM

1. **Application Fee** – AED 1,000/- [Non refundable / Non transferable]
2. **First Installment Fee** – AED 5,000/- [Non refundable / Non transferable]
3. **Visa Fee** – AED 5,500/-
 - a. If a visa is rejected by the Immigration and Naturalization authorities, the University will retain the application fee (AED 1,000/-) + AED 500/- as service charges and refund the remaining fees.
 - b. If a student is rejected on health grounds by the Immigration and Naturalization Authorities; in such cases, the application fee, first installment fee & visa fee will be non-refundable. The hostel fees will be calculated until the last day of his/her stay. Rest of the fees (Passport Guarantee & 1stCheque Payment) will be refunded
 - c. If the student cancels the degree program after the visa is applied there will be no refund of visa fee as well as the Application fees & First Installment fees.
 - d. Visa charges are fully non-refundable once visa is filed to Immigration Authorities. Subject to change as per Government rules and regulations. If a registered student wants to postpone to next succeeding intake, visa postponement charge of **AED 1,750/-** applies.

4. **First Cheque Payment** – Visa Letter Case
 - a. If the student is granted a visa from SUC based on the letter issued by SUC, No refund of fees paid till First Semester is applicable.
 - b. In case, when letter is issued to the student based on which the student got the visa under their sponsorship, in such cases, the SUC will inform the concerned Immigration Authorities for the cancellation of students admission in order to get the visa cancelled and no refund of first semester fees
5. **Tuition Fee**
 - a. If a student cancels BEFORE the commencement of the degree program the fee paid towards tuition (installments) will be refunded. However NO REFUND is applicable for the First Installment fee.

The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.

If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the first installment fees.

- b. If a student cancels AFTER the commencement of the degree program, any advanced installment paid will be non-refundable.

6. **Scholarship/Fee Waiver/Recommendation**

If the student wishes to cancel the program in between, fees accrued till the date of cancellation excluding scholarship/fee waiver/recommendation granted must be paid before release of any academic & support service department documents.

ii. **FOUNDATION PROGRAM [AIPC]**

1. **Application Fee** – AED 1,000/- [Non refundable / Non transferable]
2. **First Installment Fee** – AED 5,000/- [Applicable towards the Degree Program]
 - a. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
 - b. **PASS:** If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of AED 5,000/- cannot be refunded

The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.

If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the First Installment fees.

- c. **FAIL:** If a student fails the IELTS exam and wishes to repeat the course, the first installment fee of AED 5,000/- will be transferred to the degree program. New fee structure will apply.
- d. **FAIL:** If a student fails the IELTS exam and wishes to discontinue, the First Installment fee of AED 5,000/- can be refunded within 5 working days after the declaration of results. Thereafter, no refund applicable.

3. First Cheque Payment

AIPC PROGRAM + MATHS CRASH COURSE

In case, the student fails any of the placement tests, First cheque payment will be adjusted towards the fee for the Foundation program. It could be Foundation for English proficiency (AIPC) or Maths or both. The student will have to pay the First installment fee of the Main Program with immediate effect.

c. VISA STUDENTS – INTERNATIONAL

i. DEGREE MAIN PROGRAM

- 1. **First Installment Fee** – USD 3,250/- Non-refundable / Non-transferable
- 2. **Visa Fee** – USD 1,510/- Non-refundable / Non-transferable
 - a. If a visa is rejected by the Immigration and Naturalization Authorities, the University will retain the application fee (USD 275/-) + USD 140/- as service charges and refund the remaining fees.
 - b. If a student is rejected on health grounds by the Immigration and Naturalization Authorities; in such cases, the application fee, first installment fee & visa fee will be non-refundable. The hostel fees will be calculated until the last day of his/her stay. Passport Guarantee fee will be refunded
 - c. If the student cancels the degree program after the visa is applied there will be NO REFUND of visa fee.
 - d. If the student does not reach UAE for any reason and consequently their intake is postponed to the forthcoming intake; student has to repay the first installment

fee & visa fee. An additional charge of USD 480/- has to be paid to the SUC for postponement of the semester. The First Installment fee will be transferred to the next semester; however this fee becomes non-refundable in case of any further postponements.

- e. Visa charges are fully non-refundable once visa is filed to Immigration Authorities. Subject to change as per Government rules and regulations. If a registered student wants to postpone to next succeeding intake, visa postponement charge of USD 480/- applies

3. Tuition Fee

- a. If an overseas student cancels his / her registration BEFORE the commencement of the program No refund of fee will be applicable, however, fees paid for the following semester (fee paid in advance)

The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.

If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the first installment fees.

- b. Any advanced installment paid will be non-refundable

4. Merit Based Scholarship

If the student wishes to cancel the program in between, fees accrued till the date of cancellation excluding scholarship/fee waiver/recommendation granted must be paid before release of any academic & support service department documents

ii. FOUNDATION PROGRAM [AIPC]

1. **Application Fee** – USD 275/ - (Non refundable / Non transferable)
2. **First Installment Fee** – USD 1,510/- [applicable towards the Degree Program]
 - a. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
 - b. **PASS:** If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of USD 1,510/- cannot be refunded

The first installment fee can be transferred to one subsequent intake only, if student officially fills-up postponement form with applicable fee however, new fee structure will apply.

If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the First Installment fees.

- c. **FAIL:** If a student fails the IELTS exam and wishes to repeat the course, the first installment fee of USD 1,510/- will be transferred to the degree program. New fee structure will apply.
- d. **FAIL:** If a student fails the IELTS exam and wishes to discontinue, the First Installment fee of USD 1,510/- can be refunded within 5 working days after the declaration of results. Thereafter, no refund applicable.

3. First Installment Fee

AIPC Program + Maths Crash Course

In case, the student fails any of the placement tests, First Installment Fee will be adjusted towards the fee for the Foundation program. It could be Foundation for English proficiency (AIPC) or Maths or both. The student will have to pay the First installment fee of the Main Program with immediate effect.

XXIV. (a) ACADEMIC CALENDAR

CALENDAR FOR THE ACADEMIC YEAR 2012-2013

FALL SEMESTER

SEPTEMBER 2012		
3 rd Sept	Monday	<ul style="list-style-type: none"> • First day of classes for Sophomore, Junior & Senior Level • Start of repeating course registration • Start Submission of attested HS/O level certificate • Allocation of dissertation/Internship guide [check in portal] • Book collection from Library • Review of statement of account in portal
10 th Sept.	Monday	Deadline to drop the course without any penalty – So/Jr & Sr Level
11 th Sept.	Tuesday	<ul style="list-style-type: none"> • Presentation, letter distribution & Start of Dissertation/Internship of Sr. students [Dissertation/Internship] • Collection of repeating course / visa / SAP/ Invoice of repeating course / financial / withdrawal /accelerated info. / Progression / Academic Status / fees outstanding / undertaking follow-up / re-activation letters from SSD
16 th Sept.	Sunday	<ul style="list-style-type: none"> • First day of classes for new intake • Orientation & Advisory Presentation for the new intake • Book collection from Library • Collection of Graduation plan for TOC students
23 rd Sept.	Sunday	<ul style="list-style-type: none"> • Deadline to drop the course without any penalty – Freshman Level • Start of Scholarship application to SSD
OCTOBER 2012		
10 th Oct	Wednesday	<ul style="list-style-type: none"> • Deadline for Addition of course - So/Jr & Sr Level [sap students, repeating course] • Deadline for Addition of course – Freshman Level • Advisory Presentation to all students [FR/SO/JR/SR]
14 th Oct	Sunday	<ul style="list-style-type: none"> • Deadline for the submission of scholarship application to SSD • Attendance review and update the list on notice board
18 th Oct	Thursday	Graduation Ceremony
21 st – 25 th Oct	Sunday -Thursday	Mid Term Examinations

26 th Oct	Friday	Eid Al Adha Holidays [Tentative – Subject to change]
NOVEMBER 2012		
4 th Nov.	Sunday	Declaration of Mid-term results
4 th – 6 th Nov	Sunday – Tuesday	<ul style="list-style-type: none"> • Appeal against grades and reviewing the papers with the Faculty • Mitigation submission week • Review of Dissertation/Internship work
8 th Nov	Thursday	Deadline to pay monthly fees.
7 th – 8 th Nov	Wednesday – Thursday	Mitigation Exams
15 th Nov	Thursday	Hijri New Year
18 th Nov	Sunday	<ul style="list-style-type: none"> • Advisory Meet and Academic faculty feedback presentation • Academic Faculty Feedback • Display of Stopped student list due to low attendance on notice board
DECEMBER 2012		
2 nd Dec.	Sunday	UAE National Day
2 nd - 6 th Dec.	Sunday - Thursday	<ul style="list-style-type: none"> • Revision Classes • Clearance of Tuition fees before the final exam • VIVA for the Dissertation & Internship Project
3 rd Dec	Monday	<ul style="list-style-type: none"> • Deadline – submission of Dissertation/Internship [Sr Students] • Last day for the submission of attested copy of HS/O level certificate [Freshman levels] • Collection of Hall ticket from Finance Department
6 th Dec	Thursday	Last day of the class
9 th - 13 th Dec.	Sunday - Thursday	<ul style="list-style-type: none"> • Final Examinations • Rental books return to library
16 th Dec 2012– 3 rd Jan 2013		Inter Semester breaks.
18 th Dec	Tuesday	<ul style="list-style-type: none"> • Declaration of Fall Semester results • Repeating course registration for Spring 2013 semester
19 th Dec	Wednesday	<ul style="list-style-type: none"> • Review of Major & Overall CGPA for Sr. Students • Review of SAP/LOW attendance / TOC / SAP students • Final return of Library books

JANUARY 2012

6 th – 7 th Jan	Sunday – Monday	<ul style="list-style-type: none">• Appeal against grades• Mitigation Submission• Meeting with Admin for the registration of courses [Repeating/SAP/TOC]
8 th – 9 th Jan	Tuesday – Wednesday	Re-sit & Mitigation Examinations of Fall Semester

SPRING 2013 WILL COMMENCE FROM 6th JANUARY 2013
SPRING 2013 WILL COMMENCE FROM 20th JANUARY 2013 [NEW INTAKE]

SPRING SEMESTER

JANUARY 2013		
6 th Jan	Sunday	<ul style="list-style-type: none"> • Start of Spring Semester classes for Freshman [May 2012 & Sep 2012] Sophomore, Junior & Senior Level • Books collection from library • Review of statement of account in portal
10 th Jan	Thursday	Allocation of Dissertation [Jr. Accelerated] & Internship allocation [Sr. students] – check portal
13 th Jan	Sunday	<ul style="list-style-type: none"> • Drop day [Deadline to drop the course without any penalty] – Sophomore/Junior & Senior Level • Start of Submission of attested HS/O Level certificate
15 th Jan	Tuesday	<ul style="list-style-type: none"> • Presentation, letter issuance & Start of Dissertation [Jr Accelerated students] & Internship / Internship Project [Sr students] • Collection of repeating course/visa/SAP/Invoice of repeating course/financial/withdrawal /fees outstanding/ undertaking follow-up / re-activation letters from SSD
20 th Jan	Sunday	<ul style="list-style-type: none"> • First Day of Classes for new intake [Jan 2013] • Orientation and Advisory Presentation for the new intake • Books collection from library • Deadline for Addition of course - Sophomore/Junior & Senior Level [sap students, repeating course, TOC students]
24 th Jan	Thursday	Prophet Mohammed Birthday (PBUH)
27 th Jan	Sunday	Deadline to drop the course without any penalty – Freshman Level [Jan 2013]
30 th - 31 st Jan	Wednesday – Thursday	Advisory presentation to all students [FR/SO/JR/SR]
FEBRUARY 2013		
3 rd Feb	Sunday	• Deadline for Addition of course – Freshman Level [Jan 2013]
10 th Feb	Sunday	Deadline to pay monthly fees.
14 th Feb	Thursday	<ul style="list-style-type: none"> • Deadline for the scholarship application [Jan 2013 intake] • Attendance review and update the list on notice board
24 th – 28 th Feb	Sunday - Thursday	Mid Term Examinations

MARCH 2013		
5 th Mar	Tuesday	Declaration of Mid-term results
6 th – 7 th Mar	Wednesday – Thursday	<ul style="list-style-type: none"> • Appeal against grades and reviewing the papers with the Faculty • Mitigation submission week • Review of Dissertation / Internship work
10 th - 11 th Mar	Sunday – Monday	Mitigation Exams
13 th - 14 th Mar	Wednesday - Thursday	Conduct of PSDP
24 th Mar	Sunday	<ul style="list-style-type: none"> • Advisory Meet / Presentation of Academic Feedback • Start of Academic Feedback
31 st March – 11 th Apr	Sunday – Thursday	<ul style="list-style-type: none"> • Inter-semester Break
APRIL 2013		
14 th Apr	Sunday	<ul style="list-style-type: none"> • Deadline to submit Dissertation [Jr Accelerated students] • Deadline to submit Internship / Internship Project [Sr students] • Last day for the submission of attested copy of HS/O level certificate [for Freshman levels] • Display of Stopped student list due to low attendance on notice board • Collection accelerated confirmation letters from SSD
21 st - 25 th Apr	Sunday-Thursday	<ul style="list-style-type: none"> • Revision Classes • Collection of Hall ticket from Finance Department • VIVA for the Dissertation & Internship Project
25 th Apr	Thursday	Last day of the class
28 th Apr – 3 rd May	Sunday to Thursday	<ul style="list-style-type: none"> • Final Examinations • Rental books return to library
MAY 2013		
5 th May	Monday	<ul style="list-style-type: none"> • Declaration of result • Repeating course registration starts for the Summer 2013 semester
8 th May – 9 th May	Wednesday – Thursday	<ul style="list-style-type: none"> • Appeal against grades • Mitigation submission week • Review of Major & Overall CGPA for Jr. Accelerated Students • Review of SAP/LOW attendance / TOC / SAP students/ library books reference

12 th – 13 th May	Sunday - Monday	<ul style="list-style-type: none">• Re-sit & Mitigation Examination of Spring Semester• Final return of Library books
14 th May	Tuesday	Re-sit & Mitigation result declaration of Spring Semester

SUMMER 2013 WILL COMMENCE FROM 12th May 2013

SUMMER SEMESTER

MAY 2013		
12 th May	Sunday	<ul style="list-style-type: none"> • First Day of classes for Summer Semester for Freshman (Jan. 2013 intake) & Sophomore / Junior Level (Accelerated Students) • First Day of classes for new intake [May 2013 batch] • Orientation & Advisory Presentation for the new intake • Book collection from Library • Review of statement of account in portal
16 th May	Thursday	<ul style="list-style-type: none"> • Allocation of Internship for Jr. accelerated students & Dissertation
19 th May	Sunday	<ul style="list-style-type: none"> • Deadline to drop the course without any penalty – Freshman (Jan. 2013/May 2013 intake) & Sophomore & Junior Level (Accelerated Students) • Deadline for Addition of course - Freshman (Jan. 2013 intake) & Sophomore & Junior Level (Accelerated Students)
26 th May	Sunday	Deadline for Addition of course
22 nd - 23 rd May	Wednesday – Thursday	Advisory presentation to all students
JUNE 2013		
16 th to 20 th Jun	Sunday – Thursday	Mid Term Examinations of summer semester for Freshman (Jan. 2013/May 2013 intake), Sophomore & Junior level [accelerated students]
20 th Jun	Thursday	Isra Wal Meraj (Ascension of the Prophet)
25 th Jun	Tuesday	Result of Mid-term examinations
30 th Jun – 1 st July	Sunday - Monday	Mitigation Exams
JULY 2013		
1 st Jul	Monday	<ul style="list-style-type: none"> • Advisory Meet / Presentation of Academic Feedback • Academic Feedback
10 th Jul	Wednesday	<ul style="list-style-type: none"> • Display of Stopped student list due to low attendance on notice board
14 th Jul	Sunday	Deadline for Submission of Internship [Jr Accelerated students] & Dissertation
14 th – 18 th Jul	Sunday - Thursday	<ul style="list-style-type: none"> • VIVA for the Dissertation & Internship Project

18 th Jul	Thursday	Last day of the class
21 th – 25 th Jul	Sunday-Thursday	<ul style="list-style-type: none"> • Final Examinations of Freshman Summer Sem (Jan '13/May 2013), Sophomore & Junior level [accelerated students]. • Rental books return of Library
29 th Jul	Monday	Result Declaration of Summer Semester of Freshman (Jan. '13/May 2013 Intake), Sophomore & Junior level [accelerated students].
30 th - 31 st Jul	Tuesday - Wednesday	<ul style="list-style-type: none"> • Appeal against grades • Mitigation submission
AUGUST 2013		
4 th – 5 th Aug	Sunday-Monday	<ul style="list-style-type: none"> • Re-sit & Mitigation Examination for Summer Sem of Freshman (Jan. 2013 / May 2013 Intake), Sophomore & Junior level [accelerated students]. • Final return of Library books
6 th Aug	Tuesday	Re-sit & Mitigation Result Declaration of Summer Semester of Freshman, Sophomore & Junior level

FALL 2013 WILL COMMENCE FROM 2nd SEPTEMBER 2013
FALL 2013 WILL COMMENCE FROM 15th SEPTEMBER 2013 [NEW INTAKE]

SUC – Skyline University College
FR – Freshman
SO – Sophomore
JR – Junior
SR – Senior
SAP – Satisfactory Academic Progression
TOC – Transfer of Credit

XXIV. (b) ACADEMIC CALENDAR

CALENDAR FOR THE ACADEMIC YEAR 2012-2013 [WEEKEND]

FALL SEMESTER

SEPTEMBER 2012		
14 th Sept.	Friday	<ul style="list-style-type: none"> • First day of classes for new intake • Orientation & Advisory Presentation for the new intake • Book collection from Library • Collection of Graduation plan for TOC students • Update of student data
21 st Sept.	Friday	<ul style="list-style-type: none"> • Deadline to drop the course without any penalty – Freshman Level • Start of Scholarship application to SSD
OCTOBER 2012		
13th Oct	Saturday	<ul style="list-style-type: none"> • Deadline to pay monthly fees. • Deadline for Addition of course – Freshman Level • Advisory Presentation to all students [FR] • Deadline for the submission of scholarship application to SSD • Attendance review and update the list on notice board
18th Oct	Thursday	Graduation Ceremony
19th – 20th Oct	Friday -Saturday	<ul style="list-style-type: none"> • Updating attendance till previous week [Faculty + Students]; Review by students and if any discrepancy discuss with advisor • Clearance of Tuition fees till Mid-term exam • Collection of Hall ticket from Finance Department <p>1st Meeting: All Students are required to meet the Advisors before the mid-term week to discuss the following:</p> <ul style="list-style-type: none"> ➤ Attendance review ➤ Assessments marks / class test ➤ Financial review ➤ Provisional Admission review <p>Any other Academic or Academic Support related issues</p>
26th Oct	Friday	Eid Al Adha Holidays [Tentative – Subject to change]

NOVEMBER 2012		
9 th – 10 th Nov	Friday -Saturday	Mid Term Examinations
10 th Nov	Saturday	Deadline to pay monthly fees.
14 th Nov.	Wednesday	Declaration of Mid-term results
15 th Nov	Thursday	Hijri New Year
15 th Nov – 16 th Nov	Thursday - Friday	<ul style="list-style-type: none"> • Appeal against grades and reviewing the papers with the Faculty • Mitigation submission week
17 th Nov	Saturday	Mitigation Exams
24 th Nov	Saturday	<ul style="list-style-type: none"> • Advisory Meet and Academic faculty feedback presentation • Academic Faculty Feedback • Display of Stopped student list due to low attendance on notice board
23 rd – 24 th Nov	Friday - Saturday	<ul style="list-style-type: none"> • 2nd Meeting: All Students are required to meet the Advisors before the final exam week to discuss the following: <ul style="list-style-type: none"> ➢ Attendance review ➢ Assessments marks / class test ➢ Financial review ➢ Provisional Admission review • Updating attendance till previous week [Faculty + Students]; Review by students and if any discrepancy discuss with advisor • Any other Academic or Academic Support related issue
DECEMBER 2012		
2 nd Dec.	Sunday	UAE National Day
7 th - 8 th Dec.	Friday - Saturday	<ul style="list-style-type: none"> • Revision Classes • Clearance of Tuition fees before the final exam • Portal Blocking [if any pending issues by the student] • To check all the assessment marks prior to the final exam [Students], if any complaints immediately contact your Faculty or Advisors.
8 th Dec	Saturday	<ul style="list-style-type: none"> • Last day for the submission of attested copy of HS/O level certificate [Freshman levels] • Collection of Hall ticket from Finance Department • Last day of the class
14 th Dec - 15 th Dec.	Friday - Saturday	<ul style="list-style-type: none"> • Final Examinations • Rental books return to library
16th Dec 2012– 3rd Jan 2013		Inter Semester breaks.
18 th Dec	Tuesday	Declaration of Fall Semester results

19 th Dec	Wednesday	Final return of Library books
JANUARY 2013		
4 th – 5 th Jan	Friday - Saturday	<ul style="list-style-type: none"> • Appeal against grades • Mitigation Submission • Meeting with Admin for the registration of courses [TOC]
5 th Jan	Saturday	Re-sit & Mitigation Examinations of Fall Semester

SPRING 2013 WILL COMMENCE FROM 11th JANUARY 2013
SPRING 2013 WILL COMMENCE FROM 18th JANUARY 2013 [NEW INTAKE]

SPRING SEMESTER

JANUARY 2013		
11 th Jan	Friday	<ul style="list-style-type: none"> • Start of Spring Semester classes for Freshman [Sep 2012] • Books collection from library • Review of statement of account in portal
18 th Jan	Friday	<ul style="list-style-type: none"> • First Day of Classes for new intake [Jan 2013] • Orientation and Advisory Presentation for the new intake • Books collection from library • Drop day [Deadline to drop the course without any penalty] • Start of Submission of attested HS/O Level certificate
15 th Jan	Tuesday	Collection of repeating course/financial/withdrawal /fees outstanding/ undertaking follow-up letters from SSD
25 th Jan	Friday	<ul style="list-style-type: none"> • Deadline for Addition of course [Sep 2012 intake] • Deadline to drop the course without any penalty – Freshman Level [Jan 2013]
24 th Jan	Thursday	Prophet Mohammed Birthday (PBUH)
FEBRUARY 2013		
2 nd Feb	Saturday	<ul style="list-style-type: none"> • Advisory presentation to all students [FR] • Deadline for Addition of course – Freshman Level [Jan 2013] • Start of Scholarship application to SSD [Jan 2013 intake] • Update Student Data
9 th Feb	Saturday	Deadline to pay monthly fees.
15 th Feb	Friday	<ul style="list-style-type: none"> • Deadline for the scholarship application [Jan 2013 intake] • Attendance review and update the list on notice board
15 th – 16 th Feb	Friday - Saturday	<ul style="list-style-type: none"> • Updating attendance till previous week [Faculty + Students]; Review by students and if any discrepancy discuss with advisor • 1st Meeting: All Students are required to meet the Advisors before the mid-term week to discuss the following: <ul style="list-style-type: none"> ➢ Attendance review ➢ Assessments marks / class test ➢ Financial issues ➢ Provisional Admission review ➢ Any other Academic or Academic Support related issues • Clearance of Tuition fees till Mid-term exam • Portal blocking [if any pending issues by the student]

MARCH 2013		
15 th – 16 th Mar	Friday - Saturday	Mid Term Examinations
19 th Mar	Tuesday	Declaration of Mid-term results
20 th – 21 st Mar	Wednesday – Thursday	<ul style="list-style-type: none"> • Appeal against grades and reviewing the papers with the Faculty • Mitigation submission week
22 nd Mar	Friday	Mitigation Exams
23 rd Mar	Saturday	<ul style="list-style-type: none"> • Advisory Meet / Presentation of Academic Feedback • Start of Academic Feedback
29 th - 30 th Mar	Friday - Saturday	<ul style="list-style-type: none"> • Updating attendance till previous week [Faculty + Students]; Review by students and if any discrepancy discuss with advisor • 2nd Meeting: All Students are required to meet the Advisors before the final exam week to discuss the following: <ul style="list-style-type: none"> ➢ Attendance review ➢ Assessments marks / class test ➢ Financial review ➢ Provisional Admission review • Any other Academic or Academic Support related issues
31st March – 11th Apr	Sunday - Thursday	Inter-semester Break
APRIL 2013		
19 th Apr	Friday	<ul style="list-style-type: none"> • Last day for the submission of attested copy of HS/O level certificate [Freshman levels] • Display of Stopped student list due to low attendance on notice board
26 th - 27 th Apr	Friday - Saturday	<ul style="list-style-type: none"> • Revision Classes • Collection of Hall ticket from Finance Department • Portal blocking [if any pending issues by the student • To check all the assessment marks prior to the final exam [Students], if any complaints immediately contact your Faculty or Advisor.
27 th Apr	Saturday	Last day of the class

MAY 2013		
3 rd May – 4 th May	Friday - Saturday	<ul style="list-style-type: none"> • Final Examinations • Rental books return to library
6 th May	Monday	<ul style="list-style-type: none"> • Declaration of result
7 th May – 8 th May	Tuesday – Wednesday	<ul style="list-style-type: none"> • Appeal against grades • Mitigation submission week • Meeting with Admin for the registration of courses [TOC]
10 th May	Friday	<ul style="list-style-type: none"> • Re-sit & Mitigation Examination of Spring Semester • Final return of Library books
13 th May	Tuesday	Re-sit & Mitigation result declaration of Spring Semester

SUMMER 2013 WILL COMMENCE FROM 11th May 2013

SUMMER SEMESTER

MAY 2013		
10 th May	Friday	<ul style="list-style-type: none"> • First Day of classes for Summer Semester for Freshman (Sep & Jan. 2013 intake) • First Day of classes for new intake [May 2013 batch] • Orientation & Advisory Presentation for the new intake • Book collection from Library • Review of statement of account in portal
17 th May	Friday	<ul style="list-style-type: none"> • Deadline to drop the course without any penalty – Freshman • Collection of financial/withdrawal / undertaking follow-up / fees outstanding letters from SSD
24 th May	Friday	Deadline for Addition of course
25 th May	Saturday	Advisory presentation to all students
31 st May – 1 st June	Friday - Saturday	<ul style="list-style-type: none"> • Updating attendance till previous week [Faculty + Students]; Review by students and if any discrepancy discuss with advisor • 1st Meeting: All Students are required to meet the Advisors before the mid-term week to discuss the following: <ul style="list-style-type: none"> • Attendance review • Assessments marks / class test • Provisional Admission review • Tuition Fees [financial review] • Any other Academic or Academic Support related issues
JUNE 2013		
8 th June	Saturday	<ul style="list-style-type: none"> • Deadline to pay monthly fees • Collection of Hall ticket from Finance Department • Clearance of Tuition fees till mid-term exam • Attendance review and update the list on notice board
20 th Jun	Thursday	Isra Wal Meraj (Ascension of the Prophet)
21 st to 22 nd Jun	Friday - Saturday	Mid Term Examinations of summer semester
28 th – 29 th Jun	Friday - Saturday	<ul style="list-style-type: none"> • Updating attendance till previous week [Faculty +

		<p>Students]; Review by students and if any discrepancy discuss with advisor</p> <ul style="list-style-type: none"> • 2nd Meeting: All Students are required to meet the Advisors before the final exam week to discuss the following: <ul style="list-style-type: none"> • Attendance review • Assessments marks / class test • Tuition Fees [financial review] • Provisional Admission review • Any other Academic or Academic Support related issues <p>Repeating course registration starts for the Fall 2013 semester [Previous Failures]</p>
25 th Jun	Tuesday	Result of Mid-term examinations
26 th – 27 th Jun	Wednesday - Thursday	<ul style="list-style-type: none"> • Appeal against grades and reviewing the papers with the Faculty • Mitigation submission week
JULY 2013		
5 th July	Friday	<ul style="list-style-type: none"> • Mitigation Exams • Advisory Meet / Presentation of Academic Feedback • Academic Feedback • Deadline to pay monthly fees. • Display of Stopped student list due to low attendance on notice board
19 th – 20 th Jul	Friday - Saturday	<ul style="list-style-type: none"> • Collection of Hall ticket from Finance Department • Clearance of Tuition fees till final exam • Portal Blocking • To check all the assessment marks prior to the final exam [Students], if any complaints immediately contact your Faculty or Advisor.
20 th Jul	Saturday	Last day of the class
26 th – 27 th Jul	Friday - Saturday	<ul style="list-style-type: none"> • Final Examinations of Freshman (Summer Semester) • Rental books return of Library
29 th Jul	Monday	Result Declaration of Summer Semester of Freshman
30 th - 31 st Jul	Tuesday - Wednesday	<ul style="list-style-type: none"> • Appeal against grades • Mitigation submission

AUGUST 2013

2 nd – 3 rd Aug	Friday - Saturday	<ul style="list-style-type: none">• Re-sit & Mitigation Examination for Sum. Sem of Freshman
6 th Aug	Tuesday	Re-sit & Mitigation Result Declaration of Summer Semester of Freshman, Sophomore & Junior level

FALL 2013 WILL COMMENCE FROM 6th SEPTEMBER 2013

FALL 2013 WILL COMMENCE FROM 13th SEPTEMBER 2013 [NEW INTAKE]

XXV. DIRECTORY

FOUNDER PRESIDENT'S OFFICE

Mr. Kamal Puri

Founder President

COEC'S OFFICE

Mr. Nitin Anand

Chair Of The Executive Council

EXECUTIVE COUNCIL MEMBERS

MEMBERS	DESIGNATION
Dr. Amitabh Upadhya	Dean
Dr. Sudhakar Kota	Associate Professor, HQA
Dr. Osama Ali Thawabeh	Associate Professor, Registrar
Ms. Sunita Marwaha	Head Human Resource

XXVI. FACULTY MEMBERS AND THEIR CREDENTIALS

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. Amitabh Upadhy	Professor - Dean	MA (Pol. Science)	PhD Tourism Marketing	University of Lucknow
		PG Diploma in Marketing Management		
Dr. K. Shivakumar	Professor	Master of Philosophy (Commerce- Research Method, Financial Mngt., Consumers Behavior)	PhD Commerce - Marketing	University of Delhi
		M.Com		
Dr. Sudhakar Kota	Associate Professor – Head - Quality Assurance	MBA (Marketing)	PhD Economic & Marketing	Barkatullah University
		M. Phil (Regional Planning & Economic Growth)		
		MA(Regional Planning & Economic growth)		
		PG Diploma in Industrial Relations and Labor Laws		
Dr. Mohit Vij	Assistant Professor	Master of Tourism Management	PhD Tourism	Kurukshetra University
		MBA (HEC Montreal)		
Dr. Meraj Naem	Assistant Professor	Master of Cooperative Management	PhD Commerce	University of Lucknow
Dr. Riktesh Srivastava	Assistant Professor	M. Sc (Electronics & Communication)	PhD Computer Science	Avadh University
		PGDIM (Mkt)		
		MBA (Mkt)		
Dr. Osama Ali Thawabeh	Associate Professor–Registrar	M. Sc (Physics)	PhD Physics	University of Rajasthan
Dr. Mohammad Abu Faiz	Assistant Professor	MBA (Marketing)	PhD Commerce-Marketing	University of Allahabad

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. J. Shanmugan	Assistant Professor	MBA (Systems with Marketing)	PhD Personal Management & IR	Bharathiar University
Dr. Rashad Alsaed	Professor	MSc Business Management	PhD Business Management	Sudan University
Dr. Welcome Sibanda	Assistant Professor	MBA (International Banking & Finance)	PhD Finance	CASS Business School
Dr. Mahesh Agnihotri	Associate Professor	Taxation	PhD Commerce	Nagpur University
Dr. Wilson Gachiri	Lecturer	MA (Social Demography & Development Economics), MA (Population Studies)	PhD Economics, Development & Research	Howard University
Dr. Muhammad Masroor Alam	Assistant Professor	MBA(Information Technology)	PhD Management & Entrepreneurship	University of Punjab
Dr. Nadir Ali Kolachi	Associate Professor	Master in Business Administration, MS(Management Science)	PhD Management	University of Karachi
Dr. John Senior	Associate Professor	Master in Education	PhD English	Rhodes University
Ms. Tatiana Kolesnikov	Lecturer/ Students events coordinator	Master in Educational Psychology English Language	-	University of Texas

FACULTY YEARLY CONTRACT

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. Ruchi Aggarwal	Lecturer	Business Administration (Marketing)	Doctor of Philosophy in Management Studies	H.P. University
Ms. Anubha Kalra	Lecturer	Computer Applications	Masters Degree in Computer Applications	Indira Gandhi National Open University
Mr. Deepak Kalra	Lecturer	Business Administration (Marketing)	Doctor of Philosophy: Management	Banasthali Vidyapith
Mr. Abdul Salam	Lecturer	Computer Applications	Master of Computer Application	Osmania University
Mr. Soheil Arzanpour	Lecturer	English Language	Masters Degree in English Language	Islamic Azad University

XXVII. ACADEMIC SUPPORT STAFF MEMBERS

DEPARTMENTS	NAME	DESIGNATION
EXECUTIVE ASSISTANTS	Ms. Aileen Yang Calderon	Executive Assistant
	Ms. Iris Melody Hipolito	Executive Assistant
MARKETING & REGISTRATION	Mr. Firas Al Tabbaa	Deputy Director
	Mr. Rakesh Gaur	Business Development Manager
	Mr. Khalid Ibrahim Abdel Rahman	Business Development Supervisor
	Ms. Asma Dridi Naaman	Business Development Supervisor
	Ms. Heba Abdallah Al Lala	Receptionist
HUMAN RESOURCE DEPARTMENT	Ms. Sunita Marwaha	Head
	Mr. Abdul Haleem	PRO
	Ms. Gold Cleene F. Rabena	HR Executive
ADMINISTRATION & EXAMINATION	Mr. Harish Gopalkrishnan Nair	Head
	Mr. Artemio B. Calderon Jr.	Administrative Supervisor
	Mr. Manuel A. Espiritu Jr.	Administrative Supervisor
	Mr. Gopakumar Kadamthodi	Administrative Assistant
STUDENT SERVICES DEPARTMENT	Mr. Amjad Khalil Sabe	Student Counselor
FINANCE DEPARTMENT	Mr. Elvin Miranda	Head
	Mr. Sushant Panigrahi	Accountant (Cashier)
	Ms. Hafsath	Accounts Assistant
	Mr. Khan Zeb Sawab Gul	Technical Asst – Driver
	Mr. Muhammed Saleem	Technical Asst – Driver
	Mr. Nazir Ahmad	Technical Asst – Driver
COMPUTING DEPARTMENT	Mr. Firoj Kumar Rauta	Head
	Mr. Anish Chacko	Technical Assistant
	Ms. Meena Krishnan	Programmer
LIBRARY	Mr. Sundar Krishnan	Head
	Mr. Santosh G. Sammeta	Assistant Librarian
	Mr. Sheik Maideen Abdul Rafik	Assistant Librarian
INSTITUTIONAL RESEARCH OFFICE	Mr. Vinaitheerthan R.	Head
QUALITY ASSURANCE OFFICE	Mrs. Sarika Kundar	Supervisor
SPORTS	Mr. Sanjay Benjamin	Head

ENGLISH LANGUAGE CENTER	Ms. Victoria Verna	Head
CENTER FOR PROFESSIONAL DEVELOPMENT	Mr. Amit Verma	Business Development Manager / Instructor
	Ms. Richel Yana Coca	CPD Assistant

XXVIII. FACILITY

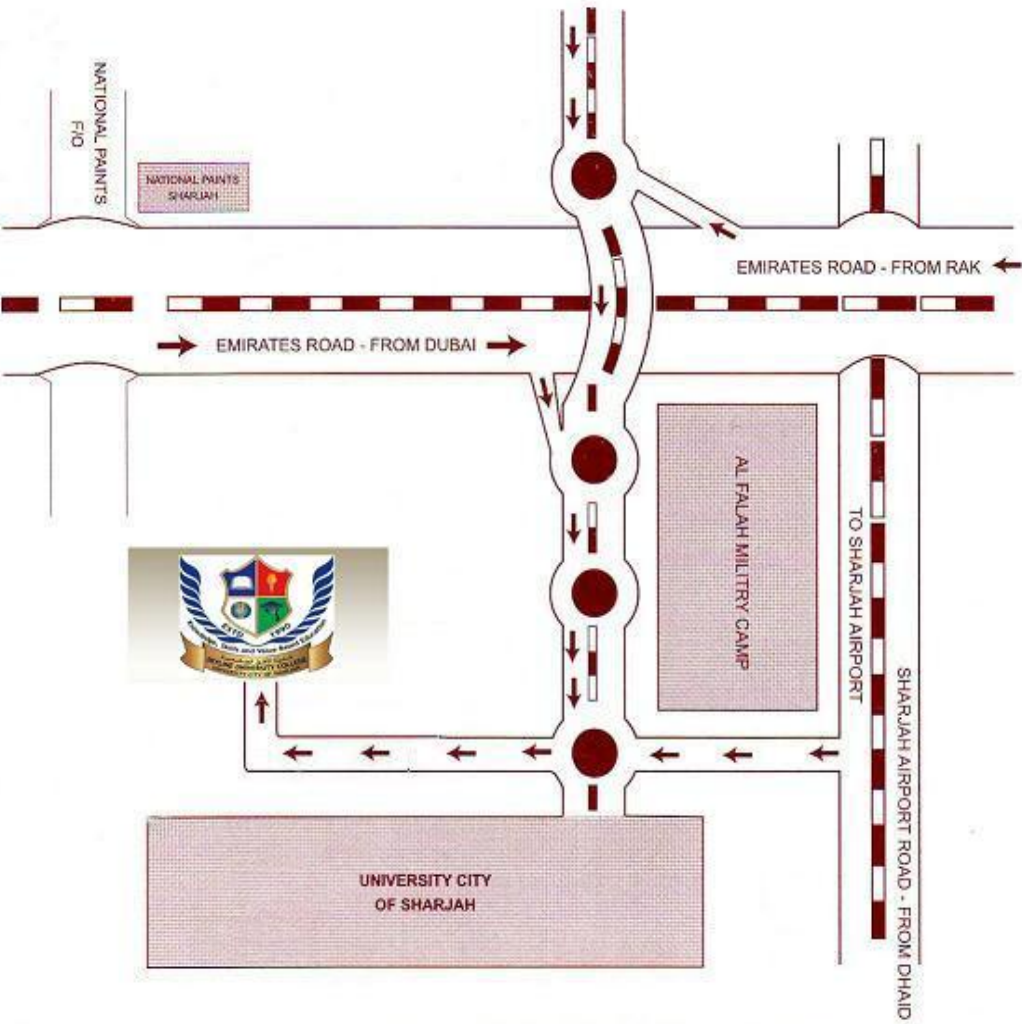
SUC campus aims to create a positive and vibrant learning climate by fostering a dynamic and lively interaction with the diverse students emanating from various other accredited educational institutions and universities that are located in the United Arab Emirates.

Facility	Capacity	Area Covered (m ²)
Total Land Area	483.82 X 345.13	166980.8
Classrooms	30	1952.34
Computing Centers	3	250.84
Library Center (With Reading Facility, discussion rooms & conference room with audio visual)	1	545.90
Discussion Rooms	4	26.01
Meeting Rooms	2	82.26
Rental Book Store	1	23.78
Printing Center	1	5.2
Medical Room	1	7.25
Common Room	1	55.73
Multi-Purpose Hall	1	259.38
Gym facility (With changing room)	1	192.12
Full-Time Faculty Rooms	21	244.61
Adjunct Faculty Rooms	11	66.33
Server Room (IDF)	1	17.84
Mosque & Ablution	1+1	207.73
Administrative Rooms	19	427.91
Canteen	1	269.51
Wash Room	9	140.1
Storage Area	5	248.52

Description of Facilities - Boys Hostel

Facility	Capacity	Area Covered (m ²)
Rooms	21	431.07
Common Room	1	34.19
Kitchen	1	35.30
Mosque	1	21.55
Store	1	7.80
Staff Room	1	12.08
Security Room	1	7.80

XXIX. LOCATION MAP



Articulation Agreements



Professional Relationships

