



**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 revising its curriculum & helps students to be prepared to meet the challenges in the UAE, region and global context.

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 engagement 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. Besides academic excellence, SUC offers ample opportunities to its students in extracurricular and co-curricular activities. SUC has been involved in extensive Corporate Social Responsibility activities in terms of services to community and takes upon itself the responsibility to identify and design programs that will help the community gain valuable benefits.

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 Upadhyia
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, Civil Aviation Department, Sharjah, UAE

4. Mr. DalalSa'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

IV. EXECUTIVE COUNCIL AT SKYLINE UNIVERSITY COLLEGE

1. Mr. Nitin Anand

Chair of Executive Council

2. Dr. Amitabh Upadhya

Dean & Member of Executive Council

3. Dr. Sudhakar Kota

Head of Quality Assurance Office & Member of Executive Council

4. Dr. Osama Ali Thawabeh

Registrar & Member of Executive Council

5. Dr. Parag Sanghani

Head of Academics & Member of Executive Council

V. GLOSSARY OF TERMS

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
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
ARTICULATION	Agreement or arrangement with other accredited universities/institutions
BACHELOR'S DEGREE	An eight (8) semesters BBA study Program
BBA	Bachelor of Business Administration
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	One (1) credit hour is equal to Fifteen (15) contact hour therefore a Three (3) credit course amounts to Forty Five (45) contact hours, this equation applies to Fifteen (15) weeks of Semester
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.

SUC	Skyline University College
SUSPENSION	Academic standing of student failing to fulfill the academic progression requirement even after the final warning
TOC	Transfer of Credit
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

VI. ABOUT UAE & SHARJAH

ABOUT UAE

The United Arab Emirates (UAE) is a federation of seven emirates situated in the southeast of the Arabian Peninsula in Southwest Asia on the Persian Gulf, bordering Oman and Saudi Arabia. The UAE consists of seven states, termed emirates, which are Abu Dhabi, Dubai, Sharjah, Ajman, Umm al-Quwain, Ras al-Khaimah and Fujairah. The capital and second largest city of the United Arab Emirates is Abu Dhabi. It is also the country's center of political, industrial and cultural activities.

The United Arab Emirates has the world's sixth largest oil reserves and possesses one of the most developed economies in the Middle East. It is currently the thirty-sixth largest economy by nominal GDP, and is one of the richest countries in the world by per capita gross domestic product, with a nominal per capita GDP of \$54,607 as per the IMF. The country is fourteenth largest in purchasing power per capita and has a relatively high Human Development Index for the Asian continent, ranking 31st globally. The United Arab Emirates is classified as a high income developing economy by the IMF.

The United Arab Emirates is a founding member of the Cooperation Council for the Arab States of the Gulf, and a member state of the Arab League. It is also a member of the United Nations, Organization of the Islamic Conference, the OPEC, and the World Trade Organization.

ABOUT SHARJAH

Sharjah is the third largest emirate in the United Arab Emirates, and is the only one to have land on both the Persian Gulf and the Gulf of Oman. Sharjah is ruled by Sheikh Dr Sultan bin Muhammad Al-Qasimi of the Supreme Council of the UAE and Sheikh of Sharjah.

In addition Sharjah owns three enclaves on the east coast, bordering the Gulf of Oman. These are Kalba, Dibba Al-Hisn, and KhorFakkan, which provides Sharjah with a major east coast port. In the Persian Gulf, the island of Sir Abu Nuáir belongs to Sharjah. The emirate has a total area of 2,590 square kilometers, which is equivalent to 3.3 per cent of the UAE's total area, excluding the islands.

The city of Sharjah, which overlooks the Persian Gulf, has a population of 519,000 (2003 census estimate). It contains the main administrative and commercial centers together with an especially impressive array of cultural and traditional projects, including several museums. Distinctive landmarks are the two major covered souks, reflecting Islamic design; a number of recreational areas and public parks such as Al Jazeirah Fun Park and Al Buheirah Corniche. The city is also notable for its numerous elegant mosques. The Emirate of Sharjah is also known to be the Cultural Capital of the UAE. The Expo Centre of Sharjah is well known for the annual book fair [3] that is famous all over the region. The Emir personally takes keen interest in this event which brings together hundreds of publishers from all over the world and thousands of titles. The Sharjah World Trade & Expo Centre was founded in 1976 by Frederick Pittera, a producer of International Fairs/Exhibitions, as the first mixed use facility in the Arab World.

Sharjah is popular for its rich and cultural place in the Arab region as it has won the prestigious UNESCO award of being the Cultural capital of the Arab world for 1998.

Sharjah is a sister city to Dubai and Ajman (two fellow emirates) on both its borders. The three urban areas have now expanded to each other borders. Sharjah is about 170 kilometers away from the capital city Abu Dhabi.

VII. 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, Human Resource Management and Strategic Management & Leadership.

The campus of the SUC is spread over 40 acres of land which is located in University City of Sharjah and it is well equipped to cater to the needs of the students in shaping up to be young managerial workforce and prepare them to meet the challenges of the new century by acquiring knowledge, skills and values at SUC. To fulfill the needs of industry, SUC has introduced Finance major in its BBA program, emphasis in HRM and emphasis in Strategic Management & Leadership in its MBA program during AY2011-12 and AY 2013-14 respectively. SUC also plans to introduce 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 full time faculty members from different nationalities who are terminal degree holders and experienced with international exposure to teach students from multi-cultural background.

SUC also provides additional learning opportunities by way of well equipped library, computer lab, entrepreneurship lab and case study centre. SUC also enables students to learn from various activities which give them opportunities to apply the knowledge, skills and competencies in organizing and conducting events.

SUC has a well developed advising and feedback mechanism that helps students and the University to continuously improve the performances. SUC has an active Corporate Relations Office that engages industry to share their experiences with students in the form of guest lectures and industry visit and also helps students to be placed in internships and job. To prepare students for the industry SUC organizes PSDP and thus helps in developing their soft skills.

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, 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).

VIII. 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, Strategic Management & Leadership and Human Resource Management.

IX. 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

X. 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, Human Resource Management and Strategic Management & Leadership.

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 housing 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.

WEEKEND PROGRAM

Skyline offers weekend BBA Program with major in International Business and weekend MBA Program with emphasis on Marketing, Finance, Human Resource Management and Strategic Management & Leadership.

XI. FACILITIES

A. CAMPUS

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

B. LEARNING RESOURCES AND FACILITIES

i. CLASSROOMS WITH AUDIO-VISUAL EQUIPMENTS

SUC has 30 classrooms that are equipped with state of the art audio visual equipments provided with Internet connections. Classrooms are available for group viewing and individual viewing by using CD ROM based interactive CDs and Video cassettes. All faculty members use these facilities consisting of LCD projector and computer as an instructional aid. The computers can be connected to the Internet for additional resources.

ii. LIBRARY

The library is dedicated to providing learning resources to the academic programs and research activities. It is located at the first floor of the SUC building. The print collection consists of around 15,850 reference books with approximately 6750 titles, 26 magazines and around 17 scientific journals. In addition to the 15,850 reference books from the business section which is common to both the Undergraduate and Graduate requirement, in addition a separate MBA section is developed to include books that are more specific to the Graduate study. The library has a seating availability for 150 users and it also has separate rooms for group discussion. Library holdings are available through the online public access catalog system (OPAC). Using this catalog, the users can access book titles, full-text journals, and electronic databases. An inter-library loan service is also available for the SUC Library users where materials can be obtained from other universities/colleges. The library is open from 0900 hrs to 2200 hrs on all working days, from 0900 hrs to 1800 hrs on every Friday and from 0900 hrs to 1900 hrs every Saturday.

iii. DISCUSSION ROOMS

There are four rooms for students' discussion and one big room for the faculty members inside SUC's library. 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.

iv. ONLINE RESOURCE SERVICE

The University 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.

v. MAGAZINES

SUC's Library subscribes to several magazines related to different subject areas mainly on global news, trends in education, tourism, wildlife and other recreation magazines for its students. The selection is done by the LRDC keeping in view the authenticity and popularity of the magazines.

vi. 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.

vii. 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.

C. SPORTS & RECREATIONAL FACILITIES

viii. **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. Students can use this facility between **11 AM to 7 PM** from Sunday to Thursday wherein the days allocated to male students and male faculty/staff are Sunday, Tuesday, and Thursday and for female students and female faculty/staff it is on Monday and Wednesday. Male students and female students are not allowed to use the gym simultaneously.

ix. **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 between 11 AM to 7 PM during break time and afternoons.

x. **Recreation Hall**

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

xi. **Playgrounds**

The Football and Cricket grounds are available for the use of students and to the community for healthy living.

xii. **Hostel Recreation Facility**

There is a recreation room inside the hostel which has a television and a computer with internet connection for the inmates. Billiards and Foosball facilities have been provided in this recreation room.

xiii. **Basketball/Volleyball Courts**

The Basketball and Volleyball Courts are available for the use of students and staff

D. HOSTEL

SUC has hostel building located in the campus which has 21 rooms with a capacity to accommodate 42 students, a kitchen facility, laundry room, common room, warden's room etc. 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 in-campus hostel rooms are currently allotted to boys. In addition to the internal hostel, SUC has tie up with furnished apartments in Sharjah which are available to girls who wish to avail the hostel facility.

E. HEALTH CENTER

The University College has a health center which provides first aid facilities to students whenever required. However, in case of emergencies where immediate medical attention is required, the students are taken to the nearest medical centers which have a tie up with Skyline University College. The University College also arranges for ambulance service to students in extreme situations.

F. HEALTH CAMPAIGNS

The University organizes various health campaigns for its students, staff and faculty members. Medical practitioners and staff of some hospitals are called for providing free checkups to students and employees of SUC.

G. OTHER FACILITIES

Other facilities include

1. Cafeteria Services

The SUC has a cafeteria located at the ground floor wherein food is available at subsidized rates to the students.

2. 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.

3. Mosque and Prayer Rooms

Prayer room including ablution is located in the First Floor for men and women separately.

4. Common Room

Common room is designated to students for the celebration of birthday or for conducting rehearsals for any upcoming events.

5. Lockers

Lockers; where the students can keep their respective belongings and the keys will be issued to the students through the sports department. Students leaving the SUC due to cancellation, transfer to other institution or graduation are requested to return the key to the concerned person.

XII. COMMUNITY SERVICES

Services are an important element of the vision and mission of SUC. It is the manifestation of the SUC's commitment towards society and its social responsibility.

Services to Community provide an opportunity to the institution and its members to engage in achieving their responsibility towards the society and to contribute in community development activities.

SUC community service focuses on environmental activities and decided "Go Green" as a campaign of the same, where the faculty members, staff, and students are participating in preventing the environment by different types of activities, such as: cleaning activities, reducing paper consumption, increasing the aware of environmental issues among the society, the faculty members, the staff, and students etc.

XIII. ADMISSION REQUIREMENTS FOR BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

A. REGULAR ADMISSION

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

i. High School Grade

- a. 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.
- b. 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.
- c. Holders of UAE Secondary School Certificate who have scores below the required level (minimum of 60%, before academic year 2006), and do not meet the regular admission requirements, may go through the Foundation Program to prepare themselves for higher studies in their chosen field.
 1. 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.
 2. 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. English Language Proficiency Test (TOEFL/IELTS/PEARSON-Academic)

Prospective student 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 (certificates will be accepted upon verification by the ETS)
- b. A minimum score of 5.0 on International English Language Testing System (IELTS - Academic)
- c. Pearson Test of English Academic Score of 36-46
- d. Cambridge English Advanced Test score of 41

Following are the exceptions for taking English Proficiency Test:

- a. A native speaker of English who has completed his/ her high school education in an English medium institution in a country where English is the Official language
- b. A student transferring to SUC from approved University by MOHESR should provide evidence of acquiring a minimum TOEFL score of 500 on the Paper-Based test, or its equivalent on another standardized test approved by the MOHESR, upon admission to his/her BBA program

Note: Institutional TOEFL from other centers is NOT ACCEPTABLE. The TOEFL (IBT) certificates will be accepted upon verification by the ETS.

iii. Mathematical Ability Test

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

Exception for taking Mathematical Ability Test:

Student holding diploma or transfer of credit from an accredited institution by MOHESR having a grade “C” or above is exempted from appearing in the mathematical ability test.

B. PROVISIONAL ADMISSION

The Dean reserves the right to admit a student on Provision (e.g. special cases) where the student does not satisfactorily meet the admission criteria as per MOHESR under the UAE high school board. The number of students admitted on provision may not exceed 15% of the total intake. If a student is admitted on provision, the student 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.

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.

1. Student who has passed high school under the UAE high school board before academic year 2006 and have aggregate score between 50%-59% are required to undergo the Foundation Program in the institution approved by MOHESR and should cover the following areas:
 - a. English
 - b. Mathematics
 - c. Computer science
 - d. Arabic

However such students will be required to undergo the English Language proficiency & Math Proficiency test as per the MOHESR requirements. If the student does not meet the English Proficiency or Math Proficiency requirement as per the admission criteria the student will have to undergo the AIPC or Math foundation at SUC. On meeting the admission requirements, he/she will be enrolled into the BBA program.

2. Student having aggregate score less than 60% under the UAE high school board before academic year 2006 and holding a diploma from any accredited institution in UAE or its equivalent will be admitted to the SUC. However such students will be required to undergo the English Language proficiency & Math Proficiency test as

per the MOHESR requirements. If the student does not meet the English Proficiency or Math Proficiency requirement as per the admission criteria the student will have to undergo the AIPC or Math foundation at SUC. On meeting the admission requirements, he/she will be enrolled into the BBA program.

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

C. 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:

Documents required:

1. The official transcripts
2. Detailed syllabi (Credit Value, Level, detailed course content, learning outcomes/objective and indicative learning resources)
3. An official letter from the previous institution
4. All documents mentioned in the admission requirements
5. Processing fee of AED 300/- (non refundable) must be paid for evaluation
6. Once a student will change his/her major, process will be treated as new, thus, additional fee will be applicable as per published fees structure

Transfer of credit is granted under the following conditions:

1. They must pass the English and Mathematics proficiency requirement
2. The course contents mentioned in the CDP of the previous institution should match to a minimum of 75% of the SUC Syllabus of the corresponding course
3. 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 offered in SUC can be offered as transfer of credits transferred to the program
4. The credit hours completed must be equivalent or higher to the corresponding courses offered at SUC
5. The students must have passed the course with a minimum of 'C' grade or equivalent
6. Maximum credits awarded for transfer admission will be limited to 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

7. No transfer can be awarded for Capstone and protected courses of SUC
8. 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
9. A student is placed in the Senior Level status only after completing all the balance courses till the junior level
10. In case student changes the major area of study the student will have to re-apply for TOC
11. Students of SUC may be permitted to pursue courses outside only in extreme circumstances with prior approval from Administration and Dean
12. Prohibit accepting credit twice for substantially the same course taken at two different institutions
13. The grades of transferred courses will not be included while calculating the student's Grade Point Average (GPA)
14. The processing fees of TOC is non-refundable and is charged (as per applicable fee structure)
15. Transfer admission students will not be included in the toppers list
16. 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).
 - a. The 12th standard Certificate should not be less than 50%
 - b. His/her diploma should be accredited and attested by MOHESR or its equivalence certificate for those who graduate outside UAE
 - c. To check the validity of the certificate issued by HCT and make sure that it is authentic
 - d. CGPA should be 2.0 and above
 - e. The student should get "C" grade and above in the following subjects:
(i) English (ii) Maths (iii) Computer
 - f. 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
17. Once the TOC is granted, it will be informed to student along with the graduation plan for review & consent with signature
18. Once a student will change his/her emphasis, process will be treated as new, thus, additional fee will be applicable as per published fees structure

19. Once a student has joined the SUC and wish to enroll external course/s, these courses should be approved by Administration Dept. before starting the course; otherwise TOC will not be granted along with applicable fees
20. This TOC process once approved is applicable only for the mentioned intake.
21. TOC will not be granted to provisionally enrolled student for the courses which are in offer in the 1st semester
22. TOC students understand that even if they are left with less number of courses at any level, they cannot be granted courses from next level unless and until they have successfully completed level which they are in, as per SUC policy
23. Fee waiver for the TOC courses granted will be applicable only on completion of the program, otherwise, the full amount must be paid

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:

1. Accredited by the MOHESR, UAE
2. Accredited by the Central or Regional accreditation bodies in the United States of America
3. Accredited by the UGC Grants Commission of India
4. Accredited by the HEC Grants Commission of Pakistan
5. Approved by the Quality Assurance Agency in Education, U.K.

Accredited/recognized by the Ministry of Higher Education for all other countries from where the student is seeking admission.

Once TOC is approved by the Dean, the student has to be informed about the total number of courses exempted and that AED 1500/- per course will be deducted from the total fee.

D. ADMISSION TO PHYSICALLY CHALLENGED STUDENTS

Applicants with special needs are also admitted in SUC after a due process of understanding the learning abilities and the approaches of teaching to them is clearly understood. SUC facilitates the special needs student by allocating extra time to help them learn without sacrificing the syllabus and the rigor required in it.

Upon meeting the admission requirements, the candidates shall be interviewed by the concerned teaching faculty members under the guidance of a committee which shall be formed as and when required and the outcomes of the interview are recorded and communicated to the candidate and the Dean for necessary actions. The interview shall be focused on:

- To understand the nature of shortcomings
- To understand the learning abilities, assessment modes, additional time required for completion
- To understand the learning abilities through computer
- To understand their skill levels in assessing

XIV. PREPARATORY COURSES FOR ADMISSION TO BBA

A. PLACEMENT TEST

Students who do not have a TOEFL and SAT score required for admission to the BBA program at SUC will have to undergo the preparatory courses on English and Mathematics conducted at SUC. The Placement of students in the preparatory course is based on their performance in the placement tests conducted.

B. ACADEMIC IELTS PREPARATORY COURSE & Mathematics Crash course- BBA:

- i. 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):

In case the student does not clear the English proficiency requirements as mentioned above, will be admitted to the AIPC which is designed and conducted for facilitating students to get admitted into BBA Program of SUC. The placement of the student in the course is determined on the basis of grades obtained in the TOEFL exams. The categories mentioned below will determine their placement in the AIPC. (Category A, B & C 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:

In this scenario, the student will undergo the 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).

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 Mathematics 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

a. **Preparation for English Language Skills- Academic IELTS Preparatory Course (AIPC)**

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.

1. **Category A:** Students, who have scored between 351 and 424 in TOEFL (ITP) or between 2.0 and 3.5 in IELTS (Academic) or between 15-24 in PTE A (Pearson Test of English Academic), will undergo a preparatory course in IELTS (Academic) for a period of one semester of Basic - AIPC 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.
2. **Category B:** Students, who have scored between 425 and 499 in TOEFL (ITP) or between 4.0 and 4.5 in IELTS (Academic) or between 25 and 34 in PTE A (Pearson Test of English Academic), will be admitted into preparatory course in IELTS (Academic) for a period of one semester Advanced - AIPC. 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

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-registration 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 TOEFL scores.

C. INTENSIVE ENGLISH LANGUAGE PROGRAM (IELP)

SUC offers IELP to those students whose competency in English language skills is not adequate either to appear for TOEFL exam or to take up Basic / Advanced AIPC and to those whose score is less than 23 in PTE A (Pearson Test of English –Academic). 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.

COURSE DETAILS	CONTACT HOURS
Beginners Level	45 Contact Hours
Elementary Level	45 Contact Hours
Intermediate Level	45 Contact Hours
Advanced Level	100 Contact Hours
IELTS Preparatory Program	120/190 Contact Hours

IELP - [SCORE RANGE]				
IELTS [ACADEMIC]	TOEFL - ITP	TOEFL - IBT	TOEFL - CBT	PTE-ACADEMIC
<= 2.5	<=349	<=20	<=63	<=23

CODE	COURSE	COURSE CONTENT
IELP-B001	BEGINNERS	LISTENING, SPEAKING, READING, WRITING SKILLS, GRAMMAR, PRONUNCIATION AND VOCABULARY - 1
IELP- E002	ELEMENTARY	LISTENING, SPEAKING, READING, WRITING SKILLS, GRAMMAR, PRONUNCIATION AND VOCABULARY - 2
IELP-I003	INTERMEDIATE	LISTENING, SPEAKING, READING, WRITING SKILLS, GRAMMAR, PRONUNCIATION AND VOCABULARY - 3
IELP-A004	ADVANCED	LISTENING, SPEAKING, READING, WRITING SKILLS, GRAMMAR, PRONUNCIATION AND VOCABULARY - 4

XV. REGISTRATION REQUIREMENTS

A. LOCAL CANDIDATES WITH OWN VISA

- i. 5 Passport size colored photographs (not Polaroid)
- ii. Passport Copy with minimum six months validity
- iii. UAE National ID
- iv. 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
 - b. Students from foreign schools operating in UAE approved by the Ministry of Education, UAE should submit attested certificate by the school & private Department in Ministry of Education, UAE
 - c. Students from overseas school certificate should submit attested copy by the school, Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from the country of origin
- v. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 36-46 or Cambridge English Advanced Test score of 41 or the equivalent score on another standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- vi. The following fees must be paid at the time of admission: **(A total of AED 6,000/-)**

a.	Application Fee (non-refundable)	AED 1,000/-
b.	First Installment Fee	AED 5,000/-

*First installment fees is non-refundable after commencement of classes, even if the student did not attend any class or/and the TOEFL certificate is rejected by ETS.

- vii. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required details will be submitted within the stipulated time.

B. LOCAL CANDIDATES SEEKING SUC VISA/VISA LETTER/EMBASSY LETTER

- i. 12 Passport size colored photographs (not Polaroid) with white background
- ii. Passport Copy with minimum eight months validity.
- iii. 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
 - b. Students from foreign schools operating in UAE approved by the Ministry of Education, UAE should submit attested certificate by the school & private Department in Ministry of Education, UAE
 - c. Students from overseas school certificate should submit attested copy by the school, Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from the country of origin
- iv. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 36-46 or Cambridge English Advanced Test score of 41 or the equivalent score on another standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- v. The following fees must be paid at the time of admission:

Visa/Embassy Letter Students Without Hostel	AED 18,500/- and 2 PDC of AED 11,600/- each
Visa Students With Hostel	AED 31,850/- and 2 PDC of AED 11,600/- each
1. Application Fee (Non-refundable)	AED 1,000/-
2. First Installment Fee (Non-refundable)	AED 5,000/-
3. 3 year Visa Fee [Fully non-refundable once visa is filed]	AED 5,500/-
4. Passport Guarantee [Refundable at the time of visa cancellation]	AED 2,500/-
5. 1 st Cheque Payment	AED11,600/-
6. 2 nd Cheque Payment	AED 11,600/-
7. 3 rd Cheque Payment	AED 11,600/-
8. TOEFL Exam Fee	AED 500/-
9. TOEFL Book	AED 400/-
10. 1 st three months of Hostel Fees [AED 1,450/ per month]	AED 4,350/-
11. Hostel Deposit	AED 1,000/- [Refundable]

- vi. 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.
- vii. Student Personal details form with the Country of residence telephone number.

C. VISA STUDENTS (OVERSEAS)

- i. 12 Passport size colored photographs (not Polaroid) with white background.
- ii. Passport Copy with minimum eight months validity.
- iii. Police clearance certificate
- iv. Medical certificate from any registered hospital, if applicable.
- v. 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).
- vi. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 36-46 or Cambridge English Advanced Test score of 41 or the equivalent score on another standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- vii. The following fees must be paid at the time of admission: **(USD 7,345/-)**

1. Application fee & 1 st installment fee [Non-refundable]	USD 3,315/-
2. 3 year Visa Fee [Fully non-refundable once visa is filed]	USD 1,510/-
3. Passport Guarantee [Refundable at the time of visa cancellation]	USD 685/-
4. UAE National ID	USD 110/-
5. TOEFL Exam Fee	USD 140/-
6. TOEFL Book	USD 110/-
7. 3 months of the Hostel Fee [At the rate of USD 400/- per month]	USD 1,200/-
8. Hostel Deposit [Refundable]	USD 275/-

- viii. 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.
- ix. Student personal details form with the country of residence telephone number is to be duly filled up at the time of admission.

XVI. REGISTRATION PROCEDURE

The Marketing department sends the admission file for each student to Administration and the registration unit of the Administration department audits the file for the fulfillment of documents required for registration into SUC. The registration department registers the students with all the necessary documents as per the registration checklist are available. In case of documents being incomplete or not submitted the file is returned to Marketing department for fulfilling the requirements.

A. REGISTRATION CHECKLIST

i. DOCUMENTS

1. Passport copy (Minimum 6 Months Validity)
2. Visa Page (Minimum 6 Months Validity)
3. Emirates Id
4. Dully Filled- Up Enrollment Form with Signature Of Applicant / Marketing Officer
5. IELTS [A]/Pearson [A]/TOEFL [IBT/CBT] / Cambridge Advanced English Certificate
6. Student Name in the Enrolment Form Vs Passport
7. Initial Payment
8. Visa/Embassy Letter [Submission of Post-Dated Cheque]
10. Placement Form
11. Proof - If Placement Test Not Require
12. Financial Rules & Regulation Form – Signature
13. Visa Documents
14. Guardian Tenancy Contract/Emirates Id Card/PP & Visa Copy/Undertaking
15. Accreditation of the University/School
16. SAT/Diploma Verification
17. HS Mark Percentage
18. IGCSE/O-Level/ A-Level/ As-Level/Other Curriculum

ii. INTERNATIONAL STUDENT

1. Visa Documents
2. Visa Undertaking Forms

3. Visa Student Detail Forms
4. Hostel Forms
5. Guardian Details Form
6. Visa Processing Form
7. Guardian Authorization Letter
8. Accreditation of the University/School
9. Police Clearance (Nigerian Student)

iii. DOCUMENTS GIVEN TO STUDENTS [COUNTER SIGNED]

1. Duly Attested High School Credentials or / Diploma if Applicable (Undertaking Form)

iv. TRANSFER OF CREDITS IF APPLICABLE

1. Dully Filled-Up Application form For Transfer of Credits
2. The Official Transcript
3. Detailed Syllabi (Credit Value, Level, Course Content Etc)
4. Official Letter from Previous Institution
5. Paid Processing Fees

v. VISA CASE IF APPLICABLE

1. Visa Undertaking Forms
2. Student Detail Forms
3. Hostel Forms
4. Guardian Details Form
5. Visa Processing Form
6. Guardian Authorization Letter
7. Guardian Tenancy Contract/Emirates Id Card/PP & Visa Copy/Undertaking

vi. VISA/EMBASSY LETTER

1. Submission of 3 Post dated cheques
2. Old Visa Copy Page

B. STUDENT KIT

Upon meeting the registration requirements, a student is issued a kit based on the entrance examination result and it consists of the following materials:

i. Admission Letters & Invoice

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

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.

ii. Identity Cards

Students are issued with a SUC Identity card according to their admission status (Provisional / Confirmed). Students need to carry their Identity cards all the time while being in the SUC Campus. Identity cards will be checked randomly.

iii. 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.

iv. Graduation Plan

Every student is issued with the graduation plan, which will help them to plan their studies accordingly.

C. BATCH CREATION & STUDENT ENROLLMENT

From the total number of students registered/enrolled for particular courses in a semester, the choice of students, pre-requisites, graduation plan and no. of credits morning and evening batches are created not exceeding the class size policy of SUC.

D. STUDENT MANAGEMENT

After the student is registered into the program the student is tracked for his/her regularity, requisitions, academic standing, and progression so as to communicate the status of the students with the department's faculty, staff and student to help them to progress successfully.

XVII. REJECTION OF ADMISSION / REGISTRATION

If a candidate does not fulfill the basic entry requirement as per the registration checklist the admission / registration will be rejected.

The admission / registration will also be rejected under the following conditions:

- i. In case of non-submission of documents required by the institution or government authorities
- ii. In case of submission of any forged documents for admission
- iii. In case of non attestation of degree certificates submitted for admission
- iv. Any information received from the parent organization regarding the irregularities in the documents submitted.
- v. Criminal charge(s) are proved against the student at the time of admission.

XVIII. FEE STRUCTURE FOR BBA PROGRAM

SUC policy with regards to the Tuition Fee and other Miscellaneous Fee is implemented after the approval from Board of Governors, the board approves the changes in accordance with the Strategic Plan to enable SUC to manage its financial resources effectively and plan development and strategic initiatives to provide quality education.

Tuition Fee charged per credit remains the same for the students once they register with the university however, the students should continue and complete the program without any postponement or break in between. If student postpones officially for one semester only, then the tuition fee remains the same. Non attendance beyond one semester will be considered as new admission and published Tuition Fee for the new admissions will be applicable. Tuition Fee is subject to change annually and will be applicable for new admissions only.

Miscellaneous & Additional Fee is subject to change annually and becomes applicable from the start of New Academic Year for continuing and new students, in which case the details will be published by the Finance Department before the start of each Academic Year. The changes in the Miscellaneous & Additional Fee changes will be communicated to students through their emails, published on the website, catalog, notice board and student handbook well in advance. Students are required to take note of such changes and clarify if needed.

FEE STRUCTURE FOR NON-VISA APPLICANT (IN AED)

AY 2013 - 2014 (JANUARY 2014 INTAKE)

B.B.A. with majors in: International Business (BIB) Marketing (BBM)

Travel & Tourism Management (BBT)Information Systems (BBI)Finance (BBF)

YEAR LEVEL	PAYMENT		AMOUNT	TOTAL (IN AED)
FIRST	Application Fee		1,000.00	33,300.00
	First Installment Fee		5,000.00	
	Monthly Installments	3900 X 7 months	27,300.00	
SECOND	Monthly Installments	6000 X 1 month	6,000.00	37,200.00
		3900 X 8 months	31,200.00	
THIRD	Monthly Installments	6000 X 1 month	6,000.00	37,200.00
		3900 X 8 months	31,200.00	
FOURTH	Monthly Installments	6000 X 1 month	6,000.00	37,300.00
		3900 X 7 months	27,300.00	
		4000 X 1 month	4,000.00	
TOTAL BBA FEES FOR 4 YEARS				145,000.00

NOTE: Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published by the Finance Department in advance on an annual basis.

FEE PAYMENT TERMS

A. Admission Fees

- i. At the time of admission, student-applicant must pay:

1. Application Fee (Non-refundable)	AED 1,000/-
2. First Installment Fee (Non-refundable after commencement of classes, even if the student did not attend any class or Placement test result is awaited)	AED 5,000/-
TOTAL FIRST PAYMENT	AED 6,000/-

- ii. TOEFL (Institutional) exam fees of **AED 500/-** (subject to change) or IELTS-CES exam fees of **AED 875/-** (subject to change) is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2013-2014) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.

- iii. **AED 400/-** [Compulsory] to be paid as rental for the TOEFL book or **AED 750/-** for purchase of IELTS book. If the student passes the exam, & returns the TOEFL book along with the CD to the SUC in good condition, **AED 250/-** would be refunded back to the student and **AED 150/-** would be deducted as book rental charges.

GENERAL TERMS

- i. Prospective student joining the SUC BBA Program is required to take English Placement Test of TOEFL (Institutional)/IELTS & Mathematics Placement Test.
 - 1. Student who successfully clears both the exams as per the admission criteria (mentioned in BBA Catalog 2013-2014), embarks in BBA Main Program.
 - 2. Student who does not clear the English Placement Test undergo the AIPC (IELTS Academic) as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
 - 3. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.

FEE STRUCTURE FOR NON-VISA APPLICANT (IN AED)

AY 2013 - 2014 (MAY & SEPTEMBER 2013 INTAKE)

B.B.A. with majors in: International Business (BIB) Marketing (BBM)

Travel & Tourism Management (BBT)Information Systems (BBI)Finance (BBF)

YEAR LEVEL	PAYMENT		AMOUNT	TOTAL (IN AED)
FIRST	Application Fee		1,000.00	36,400.00
	First Installment Fee		5,000.00	
	Monthly Installments	3800 X 8 months	30,400.00	
SECOND	Monthly Installments	6000 X 1 month	6,000.00	36,400.00
		3800 X 8 months	30,400.00	
THIRD	Monthly Installments	6000 X 1 month	6,000.00	36,400.00
		3800 X 8 months	30,400.00	
FOURTH	Monthly Installments	6000 X 1 month	6,000.00	35,800.00
		3800 X 7 months	26,600.00	
		3200 X 1 month	3,200.00	
TOTAL BBA FEES FOR 4 YEARS				145,000.00

NOTE: Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published by the Finance Department in advance on an annual basis.

FEE PAYMENT TERMS

A. Admission Fees

- i. At the time of admission, student-applicant must pay:

1. Application Fee (Non-refundable)	AED 1,000/-
2. First Installment Fee (Non-refundable after commencement of classes, even if the student did not attend any class or Placement test result is awaited)	AED 5,000/-
TOTAL FIRST PAYMENT	AED 6,000/-

- ii. TOEFL (Institutional) exam fees of **AED 500/-** (subject to change) or IELTS-CES exam fees of **AED 875/-** (subject to change) is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2013-2014) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.

- iii. **AED 400/-** [Compulsory] to be paid as rental for the TOEFL book or **AED 750/-** for purchase of IELTS book. If the student passes the exam, & returns the TOEFL book along with the CD to the SUC in good condition, **AED 250/-** would be refunded back to the student and **AED 150/-** would be deducted as book rental charges.

GENERAL TERMS

Prospective student joining the SUC BBA Program is required to take English Placement Test of TOEFL (Institutional)/IELTS & Mathematics Placement Test.

1. Student who successfully clears both the exams as per the admission criteria (mentioned in BBA Catalog 2013-2014), embarks in BBA Main Program.
2. Student who does not clear the English Placement Test undergo the AIPC (IELTS Academic) as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
3. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.

**FEE STRUCTURE FOR VISA APPLICANT/VISA-EMBASSY LETTER CASE FROM SUC
(IN AED)**

AY 2013 - 2014 (MAY/SEPTEMBER 2013 & JANUARY 2014 INTAKE)

B.B.A. with majors in: International Business (BIB)Marketing (BBM)

Travel & Tourism Management (BBT)Information Systems (BBI)Finance (BBF)

YEAR LEVEL	PAYMENT	AMOUNT	TOTAL (IN AED)
FIRST	Application Fee	1,000.00	40,800.00
	First Installment Fee	5,000.00	
	1st cheque-upon enrollment	11,600.00	
	2 nd cheque - 3 mos from date of 1st cheque	11,600.00	
	3 rd cheque - 3 mos from date of 2nd cheque	11,600.00	
SECOND	1 st cheque - September	11,600.00	34,800.00
	2 nd cheque - December	11,600.00	
	3 rd cheque - March	11,600.00	
THIRD	1 st cheque - September	11,600.00	34,800.00
	2 nd cheque - December	11,600.00	
	3 rd cheque - March	11,600.00	
FOURTH	1 st cheque - September	11,600.00	34,600.00
	2 nd cheque - December	11,600.00	
	3 rd cheque - March	11,400.00	
TOTAL BBA FEES FOR 4 YEARS			145,000.00

NOTE: Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published by the Finance Department in advance on an annual basis.

FEE PAYMENT TERMS

A. Admission Fees

- i. At the time of admission, student-applicant must pay:

VISA APPLICANT/VISA LETTER/ EMBASSY	AMOUNT
a. Application fee (Non-refundable)	AED 1,000/-
b. First Installment Fee (Non-refundable)	AED 5,000/-
c. Visa Fee (Applicable for a 3 year visa) - Fully	AED 5,500/-
d. Passport Guarantee (Refundable at the time of	AED 2,500/-

e. 1 st Cheque Payment (Non-refundable)	AED 11,600/-
f. 2 nd Cheque Payment	AED 11,600/-
g. 3 rd Cheque Payment	AED 11,600/-
h. TOEFL Exam Fee	AED 500/-
i. TOEFL Book	AED 400/-
j. 1 st 3 months of Hostel Fees (AED 1,450/ per	AED 4,350/-
k. Hostel Deposit (Refundable)	AED 1,000/-
TOTAL FIRST PAYMENT	AED 55,050/-

- ii. TOEFL (Institutional) exam fees of **AED 500/-** (subject to change) or IELTS-CES exam fees of **AED 875/-** (subject to change) is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2013-2014) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.
- iii. **AED 400/-** [Compulsory] to be paid as rental for the TOEFL book or **AED 750/-** for purchase of IELTS book. If the student passes the exam, & returns the TOEFL book along with the CD to the SUC in good condition, **AED 250/-** would be refunded back to the student and **AED 150/-** would be deducted as book rental charges.

GENERAL TERMS

Prospective student joining the SUC BBA Program is required to take English Placement Test of TOEFL (Institutional)/IELTS & Mathematics Placement Test.

1. Student who successfully clears both the exams as per the admission criteria (mentioned in BBA Catalog 2013-2014), embarks in BBA Main Program.
2. Student who does not clear the English Placement Test undergo the AIPC (IELTS Academic) as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
3. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
4. Once visa letter issued by SUC has been used, postponement to the next intake will not be allowed.

FEE STRUCTURE FOR VISA APPLICANT (IN USD)

AY 2013 – 2014 (MAY/SEPTEMBER 2013 & JANUARY 2014 INTAKE)

B.B.A. with majors in: International Business (BIB)Marketing (BBM)

Travel & Tourism Management (BBT)Information Systems (BBI)Finance (BBF)

YEAR LEVEL	PAYMENT	AMOUNT	TOTAL (IN USD)
FIRST	First Installment Fee (Non-refundable)	3,315	9,950.00
	2nd installment - 3 months after commencement of the course	3,315	
	3rd installment - 6 months after commencement of the course	3,320	
SECOND	1st installment – September	4,975	9,950.00
	2nd installment – February	4,975	
THIRD	1st installment – September	4,975	9,950.00
	2nd installment – February	4,975	
FOURTH	1st installment – September	4,975	9,950.00
	2nd installment – February	4,975	
TOTAL BBA FEES FOR 4 YEARS [Excluding Visa Fees]			39,800.00

NOTE: Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published by the Finance Department in advance on an annual basis.

FEE PAYMENT TERMS

A. Admission Fees

i. At the time of admission, student-applicant must pay:

1. First Installment Fee (Non-refundable)	USD 3,315/-
2. Visa Fee (Applicable for 3 year visa) - Fully Non-refundable once visa is filed	USD 1,510/-
3. Passport Guarantee (Refundable at the time of visa cancellation)	USD 685/-
4. UAE National ID	USD 110/-
5. TOEFL Exam Fee	USD 140/-
6. TOEFL Book	USD 110/-
7. 3 months of the Hostel Fees [at the rate of USD 400/- per month]	USD 1,200/-
8. Hostel Deposit	USD 275/-
TOTAL FIRST PAYMENT	USD 7,345/-

- ii. TOEFL (Institutional) exam fees of **USD 140/-** (subject to change) or IELTS-CES exam fees of **USD 240/-** (subject to change) is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2013-2014) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.
- iii. **USD 110/-** [Compulsory] to be paid as rental for the TOEFL book or **USD 205/-** for purchase of IELTS book. If the student passes the exam, & returns the TOEFL book along with the CD to the SUC in good condition, **USD 70/-** would be refunded back to the student and **USD 40/-** would be deducted as book rental charges.

GENERAL TERMS

Prospective student joining the SUC BBA Program is required to take English Placement Test of TOEFL (Institutional)/IELTS & Mathematics Placement Test.

1. Student who successfully clears both the exams as per the admission criteria (mentioned in BBA Catalog 2013-2014), embarks in BBA Main Program.
2. Student who does not clear the English Placement Test undergo the AIPC (IELTS Academic) as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
3. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria (mentioned in BBA Catalog 2013-2014) and additional fees will be payable as per the published fees structure.
4. Once the student has come & attended the class, no postponement will be allowed

XIX. REFUND POLICY

A. NON-VISA STUDENTS

i. DEGREE MAIN PROGRAM

a. **Application Fee** – AED 1,000/- Non refundable / Non transferable

b. **First Installment Fee** – AED 5,000/-

1. AED 5,000/- refundable before the commencement of the program the student has enrolled.
2. No refund is applicable after the commencement of the program even if the student has not attended the class or is yet to give TOEFL exam or result is still awaited.
3. If the student wishes to postpone to the next intake, the first installment fee can be transferred to the subsequent intake by filling the postponement form without any additional fee. However, if he wishes to postpone for the second time, he has to pay AED 1,000/- as postponement fee and new fee structure will apply. [not applicable for visa, visa-embassy letter & international students]
4. Student registering after the commencement date of the intake, in such cases there will be no refund applicable under any circumstances
5. 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.
6. If a student fails the TOEFL/IELTS exam after commencement of the class and wishes to discontinue, no refund will be applicable.

c. **Tuition Fee**

1. The tuition fee will be calculated till the date of official cancellation by the student or their guardian.

d. **Scholarship/Fee Waiver/Recommendation**

1. If student is on any scholarship/waiver, the same is applicable only if student completes the degree. 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 & non-academic documents

ii. FOUNDATION PROGRAM [AIPC]

- a. **Application Fee** – AED 1,000/- (Non refundable / Non transferable)
- b. **First Installment Fee** – AED 5,000/- [Applicable towards the Degree Program]
 1. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
 2. **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/- will not be refunded
 - If the student wishes to postpone to the next intake, the first installment fee can be transferred to the subsequent intake by filling the postponement form without any additional fee. However, if he wishes to postpone for the second time, he has to pay AED 1,000/- as postponement fee and 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.
 3. **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. However, new fee structure will apply for the main program.
 4. **FAIL:** If a student fails the TOEFL/IELTS exam and wishes to discontinue before the commencement of the class, the First Installment fee of AED 5,000/- can be refunded. Once the class has started no refund applicable.
- c. **Tuition Fee**

The tuition fee will be calculated till the date of official cancellation by the student or their guardian

B. VISA STUDENTS - INTERNATIONAL

i. DEGREE MAIN PROGRAM

- a. **First Installment Fee** – USD 3,315/- Non refundable / Non transferable
- b. **Visa Fee** – USD 1,510/- Non-refundable / Non-transferable
 1. If a visa is rejected by the Immigration and Naturalization authorities, the University will retain the first installment fee and refund the remaining fees.

2. If a student is rejected on health grounds by the Immigration and Naturalization Authorities; in such cases, the 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
 3. If the student cancels the degree program after the visa is applied there will be no refund of visa fee as well as the First Installment fees.
 4. Visa charges are 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.
- c. Hostel**
1. Once hostel is booked and the student wishes to cancel, student is liable to pay for the complete year.
- d. Tuition Fee**
1. If a student cancels before the commencement of the degree program the fee paid towards tuition (installments) will not be refunded. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.
 2. 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.
 3. Once the student has come & attended the class, no postponement will be allowed.
 4. If the student fails the TOEFL exam and wishes to discontinue, the University will retain the first installment fee along with visa and TOEFL exam fee and refund the remaining fees (passport guarantee & hostel deposit).
- e. Scholarship/Fee Waiver**
1. 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 & non-academic documents

ii. FOUNDATION PROGRAM [AIPC]

1. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
2. **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 3,315/- will not 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.
3. **FAIL:** If a student fails the IELTS/TOEFL exam and wishes to discontinue, no refund applicable.
- a. **AIPC Program + Maths Crash Course** - In case, the student fails any of the placement tests, first installment 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 on completion of the Foundation Program.

C. VISA STUDENTS - LOCAL / VISA-EMBASSY LETTER CASE FROM SUC

i. DEGREE MAIN PROGRAM

a. Local Visa Case

1. Application Fee - AED 1,000/- Non refundable / Non transferable
2. First Installment Fee - AED 5,000/- Non refundable / Non transferable
3. 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.
4. 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
5. 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.
6. Visa charges are fully non-refundable once visa is filed to Immigration Authorities (subject to change as per Government rules and regulations). Postponement to the next intake will not be allowed.
7. 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 & non-academic documents

8. 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.
9. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.

b. Visa-Embassy Letter Case

1. Application Fee – AED 1,000/ - Non refundable / Non transferable
2. First Installment Fee – AED 5,000/- Non refundable / Non transferable
3. If the student is granted a visa based on the letter issued by SUC, no refund of fees paid till First Semester is applicable.
4. 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. If the visa is rejected and student wishes to discontinue and returns the original visa/embassy letter issued by SUC, the fees paid excluding the First Installment Fee will be refunded.
6. 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 & non-academic documents
7. 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.
 - Once visa letter issued by SUC has been used, postponement to the next intake will not be allowed.
 - If the student does not attend any class for 3 consecutive weeks from the commencement of the class, SUC has the right to cancel/revoke the letter issued with the concerned authority.
8. If a student cancels AFTER the commencement of the degree program, any advanced installment paid will be non-refundable.

ii. FOUNDATION PROGRAM [AIPC]

- a. **Application Fee** – AED 1,000/ - (Non refundable / Non transferable)
- b. **First Installment Fee** – AED 5,000/- [applicable towards the Degree Program]
 1. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
 2. **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.
3. **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.
 4. **FAIL:** If a student fails the IELTS exam and wishes to discontinue, no refund applicable.
- c. **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.

XX. SCHOLARSHIPS & FEE WAIVER

SUC scholarship funds helps to provide the means to attend University College and the opportunity to realize the dreams of students who are not in a position to bear the total expenses of BBA programs. SUC offers scholarships approved by the scholarship committee. The members of the scholarship committee are as follows:

- Dean
- HOD - Finance Department
- Registrar
- HOD - Administration and Examination Department
- HOD - Marketing Department

A. SCHOLARSHIP FOR CURRENT STUDENTS

Students who are pursuing their full time BBA Program at SUC are termed as current students, a current student becomes eligible for the above scholarships only once the registration fee is cleared and students joins the program. Current students can avail scholarships in the under mentioned categories:

i. Need based scholarship

Need based scholarships are awarded to continuing students, who are from educationally, socially disadvantaged backgrounds. An applicant must show financial need and must produce adequate and supporting evidence to claim the same. Need based scholarship awards range from AED 3,500/- to AED 5,000/- (working scholarships) and AED 2,500/- to AED 3,500/- for (non- working scholarships) and is applicable only for one academic year. The award should be renewed every academic year as long as the student is in good academic standing and continues to demonstrate financial need and is subject to the approval of the committee. Only students who are admitted to the University College doing a full time degree course will be considered for this type of scholarship.

ii. Toppers award

The scholarship fund each year awards the toppers who top in their respective majors each financial year. The maximum amount that can be offered to each candidate is AED 2,500/-. The criteria for toppers award is based on the academic standing of the student in an academic year. The evidence of this is the toppers list published by administration department and transcripts issued by them.

- a. A student in his / her study duration is eligible for either a fee waiver or scholarship.
- b. Fee waiver is granted only before commencement of the intake and is a onetime grant.

iii. Student trainee salary

Appointment of trainee's is the preview of HRD which will be done after taking into account the needs of concerned departments and thereafter will evaluate the no. of hours required by the trainee to work in a day. For the approval of appointing the trainee in a department the following steps will have to be followed:

- a. Concerned HOD will file a requirement including the job description and reporting format of the trainee to HRD.
- b. Upon receiving the details from HOD, HRD will evaluate and confirm the requirement to be genuine and thereafter review the CV's in the current student database as well as advertise the opening in SUC.
- c. HR department will submit the short listed CV's to the HOD for review and thereafter conduct initial interviews. Once the initial interview has been done the complete requirement submitted by the concerned department with job description and reporting format of the trainee and short listed candidates CV's will be forwarded to Dean for final approval and final round of interview.
- d. Once the trainee has been selected HRD will carry a complete orientation and induction of the trainee as well as intimating the Finance department with details of the contract and information to other concerned departments

CRITERIA FOR AWARDED SCHOLARSHIPS

- i. Duly filled form (which needs to be taken from finance department after the start of classes, i.e. Fall every year (July & Sept intakes)
- ii. A request letter detailing the need to avail the scholarship fund.
- iii. Marks/Grades of the last exam undertaken.
- iv. Salary certificate of the parent/guardian who is to Support the student.
- v. Bank statement of the parent/guardian showing the accounts of the last six months.
- vi. Recommendation letter from DEAN regarding status of the student.
- vii. The selected forms are scrutinized by the scholarship committee and recommend the amount and the duration of the scholarship.

B. SCHOLARSHIP FOR PROSPECTIVE STUDENTS

SCHOLARSHIP / FEE WAIVER 2013-2014						
SNO.	TYPE		%	FEE WAIVER	NET FEES	
1	Merit Based	UAE/ARA B BOARD	Topper of the School (1 Boy & Girl)	20%	AED 24,000	AED 121,000
			85% - 90%	8.3%	AED 10,000	AED 135,000
		INDIAN BOARD	Topper of the School (1 Boy & Girl)	20%	AED 24,000	AED 121,000
			90% and above	8.3%	AED 10,000	AED 135,000
			85% - 89%	4.2%	AED 5,000	AED 140,000
		PAKISTAN BOARD	Topper of the School (1 Boy & Girl)	20%	AED 24,000	AED 121,000
			90% and above	8.3%	AED 10,000	AED 135,000
			85% - 89%	4.2%	AED 5,000	AED 140,000
		IGCSE	Topper of the School (1 Boy & Girl)	20%	AED 24,000	AED 121,000
			5 A's & 2 B's	8.3%	AED 10,000	AED 135,000
			4 A's & 3 B's	4.2%	AED 5,000	AED 140,000
		AMERICA N	Topper of the School (1 Boy & Girl)	20%	AED 24,000	AED 121,000
			A Grade	8.3%	AED 10,000	AED 135,000
			B Grade	4.2%	AED 5,000	AED 140,000

2	School Recommendation (Principal/Counselor)	6.25 %	AED 7,500	AED 137,500
3	Outstanding efforts in Extra-curricular activities	6.25 %	AED 7,500	AED 137,500
4	Sibling	6.25 %	AED 7,500	AED 137,500
5	Industry	2.50 %	AED 3,000	AED 142,000
6	Government/Bank (UAE Local)	10%	AED 12,000	AED 133,000
7	Government/Bank (Expatriate)	8%	AED 9,600	AED 135,400
8	Staff Relation	25%	AED 30,000	AED 115,000
9	Grant by COEC	DISCRETION		
MOUs				
10	Consulate/Embassy/School/Club/Church/ Association/ Corporate/Government/Semi- Government/Bank MOU	15%	AED 18,000	AED 127,000
		25%	AED 30,000	AED 115,000
		50%	AED 60,000	AED 85,000

NOTE:

Documentation Required:

Merit Based

- Letter from School Principal
- Proof of Completion or Transcript

GENERAL TERMS & CONDITIONS:

- Student is eligible only for one type of fee waiver
- Fee waiver will be adjusted in the 3rd & 4th year of study. If student wishes to get this included in monthly installment (subject to approval from Finance Department).
- If the student cancels his registration in between the semester, the fees will be calculated as per the original fee structure and the fee waiver granted will be revoked

XXI. BBA PROGRAM

A. OVERVIEW

Skyline University College conducts an undergraduate program leading to the award of Bachelor of Business Administration degree with different majors which is 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. 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. Develop skills in communication, mathematics and computers to meet business requirements.
- ii. Develop capacity for critical enquiry, logical thinking, and analytical skills.
- iii. Comprehend various business functions and their relationships.
- iv. Demonstrate an understanding of the relationship between business, culture, values & ethics and services to community.
- 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:

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

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

i. BBA CURRICULUM REQUIREMENTS

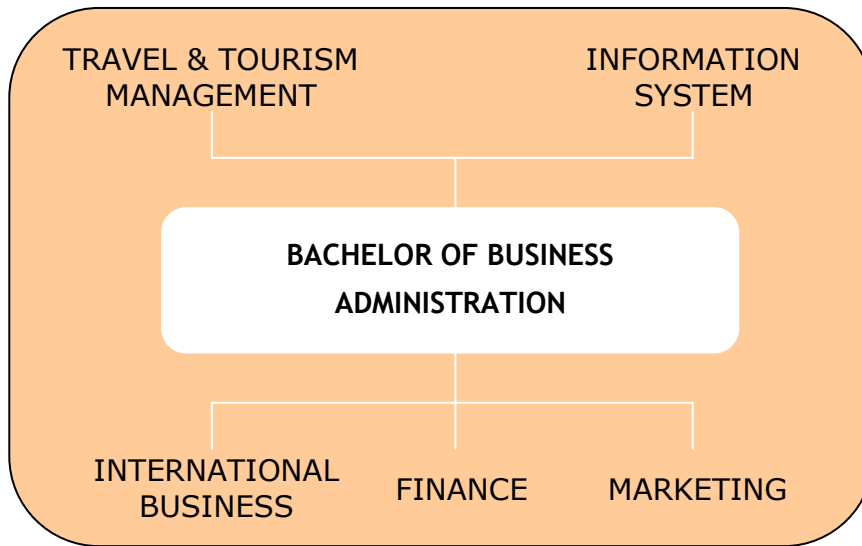
The curriculum provides the student with General Education, core study in Business Administration (business program requirements) and a major field of study (major requirements).

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	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 that is provided to the students encompassing science, computing, humanities, and culture inculcates 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. **Develop** skills in business communication
- b. **Develop** skills in problem solving through the application of both critical thinking techniques and mathematical & statistical tools.
- c. **Comprehend** human civilization, culture, ethical values, and religion, with a view to understanding of the global community.
- 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	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	CREDITS
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	CREDITS
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 & world - wide.

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 &	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, data base 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	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 the understanding of the functional and operational areas of finance. It emphasizes the role of information technology in developing problem solving, 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	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

XXII. 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. It helps in understanding the use of Microsoft Office applications 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 framework 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

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

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**IMPACT 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

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 include the logical design of a data warehouse, the data staging area and extract-transform-load processing, the use of multi-dimensional analysis using OLAP techniques, and coverage of the knowledge discovery process including common data mining modeling techniques.

Pre-requisite: CIS302

IBS302 **PRINCIPLES AND PRACTICES OF EXPORTING** **3 CREDITS**

This course exposes the students to the operations of companies export activities and also the procedures and formalities to be conformed with. It provides an exposure on the types of assistance in exporting, delivery terms, consignment of goods, documentation, insurance, financing of export trade, etc. The benefits of foreign trade have been emphasized.

Pre-requisite: None

IBS311 ECONOMICS OF INTERNATIONAL BUSINESS 3 CREDITS

This course provides general overview of international business, trade, and finance. It presents fundamental concepts of international economic and business relations. It offers insights into real life economic issues and problems. It focuses on the international theories of international trade, the benefits and costs of international trade, theories of foreign exchange rate, globalization and global corporations, exchange controls, the role of economic integration, the theory of customs union and the role of international financial institutions.

Pre-requisite: ECO211

IBS411 INTERNATIONAL FINANCE 3 CREDITS

This course introduces the students to the fundamental principles and theories of International Finance and International Financial Management. As a direct consequence of many global factors, including floating exchange rates, the abolition of capital controls, the deregulation of financial markets and advancement in information technology, the field of international finance has become increasingly important over the past three decades. The course will focus on the major markets that serve international business, relationships between the exchange rates and economic variables, measurement and management of exchange rate risk, corporate management of short-term assets and liabilities, management of long-term assets and liabilities, and international banking.

Pre-requisite: FIN211

**IBS323 INTERNATIONAL BUSINESS DECISION MAKING 3 CREDITS
(QUANTITATIVE METHODS)**

This course focuses on the usage of appropriate system concepts and quantitative techniques of business decision-making. The course offers basic understanding of decision making, systems methodology, forecasting, networking, and financial decision making as major tools used in managerial decision making. It also provides an overview of design and modeling of systems and the use of these models for analysis and experimentation.

Pre-requisites: MGM201 & MAT112

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

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

XXIII. ACCELERATED BBA PROGRAM

The accelerated program offered at Skyline University College provides student with the option to complete their four year BBA program in three years time by taking maximum 12 credits hours during summer semester. The academic records of the student are reviewed and those students who maintain a CGPA of 2.5 or above without failing in any of the courses are allowed to opt for the accelerated program. 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.

XXIV. PROJECTED SEMESTER WISE PLAN

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2013-2014 INTAKE [Weekday / Weekend]					
CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
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 on Management			#	
SCI201	Physics			#	
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 2013-2014 INTAKE

INTERNATIONAL BUSINESS [Weekday / Weekend]

CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
BUS311	Business Research Methods (P)	#			
MGM311	Organizational Behaviour	#			
MKT311	Marketing Management(E)	#			
IBS311	Economics of International Business	#			
BUS312	Entrepreneurship *(E)	#			
LAW311	Business Law II*(E)				
MGM312	Customer Relation Management*				
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' 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 2013-2014 INTAKE

TRAVEL & TOURISM MANAGEMENT [Weekday]

CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
BUS311	Business Research Methods	#			
MGM311	Organizational Behaviour	#			
MKT311	Marketing Management(E)	#			
TAT301	Foundation of Tourism	#			
BUS312	Entrepreneurship *(E)	#			
LAW311	Business Law II*(E)				
MGM312	Customer Relation Management*				
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics (P)		#		
MGM313	Operations Management		#		
TAT302	Air Travel Operations		#		
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)				
BUS414	Internship/Practicum 'C' or				#
BUS415	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 2013-2014 INTAKE

INFORMATION SYSTEMS [Weekday]

CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
BUS311	Business Research Methods	#			
MGM311	Organizational Behaviour	#			
MKT311	Marketing Management(E)	#			
CIS301	Introduction to Information Systems	#			
BUS312	Entrepreneurship *(E)	#			
LAW311	Business Law II*(E)				
MGM312	Customer Relation Management*				
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
CIS302	Database Management Systems(P)		#		
CIS313	Programming		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation I			#	
CIS401	Essentials of Computer Network(P)			#	
CIS402	Information Systems Project Management			#	
BUS414	Internship/Practicum 'C' 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)				

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PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2013-2014 INTAKE

MARKETING [Weekday]

CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
BUS311	Business Research Methods	#			
MGM311	Organizational Behaviour	#			
MKT311	Marketing Management(E)	#			
MKT312	Consumer Behaviour	#			
BUS312	Entrepreneurship *(E)	#			
LAW311	Business Law II*(E)				
MGM312	Customer Relation Management*				
BUS304	Cross Cultural Communication(E)		#		
BUS303	Business Ethics		#		
MGM313	Operations Management		#		
MKT313	Marketing Communication		#		
MKT314	Market Research		#		
MGM411	Management of Human Resources(E)			#	
BUS411	Innovation(E,P)			#	
BUS412	Dissertation I			#	
MKT401	Logistics & Supply Chain Management			#	
MKT413	Retail Marketing			#	
BUS414	Internship/Practicum 'C' or				#
BUS415	Internship Project (C,S)*				
BUS413	International Business				#
MGM412	Strategic Management '(C,S)'				#
MKT413	Marketing Services(E)				#
MKT414	International Marketing (C,S)				#
MKT415	Advertising Management*(E)				
MKT416	Sales Planning *(E)				

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

PROJECTED SEMESTER-WISE PLAN FOR STUDENTS OF 2013-2014 INTAKE

FINANCE [Weekday]

CODES	COURSES	SEMESTER WISE			
		FALL	SPRING	FALL	SPRING
BUS311	Business Research Methods	#			
MGM311	Organizational Behaviour	#			
MKT311	Marketing Management(E)	#			
FIN311	Financial Markets & Institutions	#			
BUS312	Entrepreneurship *(E)	#			
LAW311	Business Law II*(E)				
MGM312	Customer Relation Management*				
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' or				#
BUS415	Internship Project (C,S)*				
BUS413	International Business				#
MGM412	Strategic Management '(C,S)'				#
FIN415	Islamic Finance(E)				#
FIN416	Applied Project in Finance (C,S)				#

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

XXV. 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

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 Dean's List.

XXVI. GRADUATION HONORS

Upon meeting the BBA Program graduation requirements, students who have attained academic excellence will be awarded certificate of honors to recognize their academic excellence. To be eligible for these honors, a student must have a Cumulative Grade Point Average (CGPA) on credits earned at SUC program as per following:

Cum Laude	An average of 3.50 - 3.69
Magna Cum Laude	An average of 3.70 - 3.89
Summa Cum Laude	An average of 3.9 or higher

XXVII. ORIENTATION TO STUDENTS

The administration department carries out orientation program for the Freshman, Sophomore, Junior and Senior students. The orientation program is to facilitate the freshman students to understand the policy procedure of SUC and settle down comfortably into the new environment. For sophomore students the importance of orientation is to help them to progress smoothly in their academics and attain good standing in academics. It will also guide the students to qualify for accelerated programs. For the junior and senior students the orientation is important to understand the graduation requirement and plan their future carriers. It also makes them aware about the developing soft skills, preparing CV and the importance of PSDP.

XXVIII. 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.

The following are the goals of the Academic Advising:

- i. Monitoring the progress of the students continuously.
- ii. Implementing and communicating information about academic policies, procedures and graduation requirements.
- iii. Assisting students in clarifying their academic goals and objectives.
- iv. Providing individual and/or group advising opportunities to assist students in achieving academic success.
- v. Making referrals and directing students to appropriate academic support units and resources.
- vi. Demonstrating a high level of professionalism and consistently maintaining confidentiality in advising/ counseling matters.
- vii. 5% of attendance is reserved to the academic meeting with the advisor

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:

- 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

60% attendance is required for the feedback.

XXIX. ACADEMIC TERMS & POLICIES

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 within a maximum duration of 72 months.

C. GRADE POINT AVERAGE

Grade Point Average is determined by dividing total grade points earned by total hours attempted. GPA 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 GPA falls below 2.00

D. STUDENT EVALUATION & GRADING SYSTEM

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

GPA/SCGPA/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
		15		33.0

				Grade Points x Credit Hours
GPA/CGPA/SGPA	=			_____
SGPA				Total Credit Hours
GPA/CGPA/SGPA	=	$\frac{33}{15}$	=	2.2 'C'
CGPA	=	2.2		
GPA	-	Grade Point Average		
CGPA	-	Cumulative Grade Point Average		
SGPA	-	Semester 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)

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

For calculating the completion rate of academic work, D+, D and F grades are 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.

a. PROBATION / WARNING

Student is placed on probation at the end of Spring Semester if s/he does not meet the minimum requirements as per the information provided in sections (i) & (ii) above; 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.

b. 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 readmitted 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.

- c. DISMISSAL**

In case the student has not achieved 'Good Standing' as per section (i) & (ii) above at the end of Suspension-2 semester, the student shall be dismissed.

F. ACADEMIC INTEGRITY

i. 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.

a. 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.

b. Presenting False Credentials

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

c. 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.

d. 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.

e. 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.

f. 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.

g. 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.

h. 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.

ii. Inquiry Case Of Suspected Academic Offenses (As Defined Above)

- a. 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.
- b. The allegation is fully explained and the student is allowed to have his/her say to defend himself / herself and explain the situation.
- c. The investigating team will submit its recommendation along with the minutes of investigation interview to the office of Dean & REGISTRAR.
- d. 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
- e. Unfair means students will not be included in the toppers or Founder President list.

iii. The Following Are The Courses Of Action That May Be Recommended Based On The Severity Of Offense:

- a. 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.
- b. Record a mark of zero for the piece of assessed work or examinations.
- c. Record a mark of zero for every assessment made within the course.
- d. Record a mark of zero for every assessment mode for all courses during the concerned academic year.
- e. Debar from the University for the concerned academic year. Allow no re assessment or Re-course and no refund of tuition fees.
- f. Debar from the University. Allow no re enrollment and no refund of tuition fees.

G. 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.

H. RE-SIT/MITIGATION FINAL EXAMINATIONS

- 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 with grade improvement or students with grade F who benefit from re-sit will be allowed to re-sit 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.

I. 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 from Dean & REGISTRAR. On re-joining the semester student will be allotted the course/s as per the operational schedule for that semester and Admin will issue new fees structure with the graduation plan.

- Step 1: Apply postponement through the student portal
- Step 2: SSD will counsel the student and check the eligibility; forward the form to the concerned department for the approval
- Step 3: the student account will be debited the applicable fees for the same
- Step 4: the student name will forward to all the concerned department to de-activate from the current semester due to postponement
- Step 5: the name will be forward to the re-activation status sheet for the forthcoming semester for the follow-up.
- Step 6: Approved application will forward to registration officer for the postponement.

J. CANCELLATION

- i. Student who wishes to cancel registration should fill up the cancellation form with the Administration after giving an exit interview.
- ii. The form is then forwarded to the Academic Advisor for their comments.
- iii. The form is then forwarded to each of the following departments:
 - a. Marketing & Registration Department for their comments.
 - b. Finance department for checking whether the student's account is cleared.
 - c. Library to check for any pending books to be returned.
 - d. Computing department will de-activate the portal and email address.
 - e. Human Resource Department for the verification of the student visa status.
 - f. Administration department for the comments and pass credit note if applicable.
 - g. 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.

K. REACTIVATION

The students who are in the category of Postponement, Temporary Cancellation, not meeting the academic standing in a particular semester are required to re-activate by enrolling in the courses offered in the next semester.

- Step 1: Student will fill up the re-activation from SSD
- Step 2: SSD will counsel the student forward the form to the concerned department for the approval
- Step 3: SSD will issue new graduation plan and invoice to the student
- Step 4: the student name will forward to the entire concerned department to re-activate
- Step 5: Approved application will forward to registration officer for the re-activation.

L. 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 and administrative personnel 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.

M. 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 resit examination subject to the Committee's decision; however they are required to pay the resit exam fee and resit policy would apply for grade.
- iv. Student having less than 50% are not eligible for the final exam or resit 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. In case 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.

N. TEST AND EXAMINATIONS

i. Mode of Assessment

A student's performance is assessed in each registered course out of 100 percent marks. Mode of assessment is decided by faculty and specified in the class schedule. It is communicated to students in the first day of the class.

The marks awarded are then collated for 100% marks in a course. The pass mark for BBA in a course is 60% marks or grade D for CAPSTONE course 70% marks or grade C is required.

Students shall be required to submit themselves for formal examination at times specified by the faculty and / or Head - Admin & Exam department.

Absence or non-submission of assessments shall result in failure unless valid acceptable reasons are made evident by the student with the help of documents within stipulated time. No mitigation is normally accepted for late assignment submission (Refer mitigating circumstances).

ii. Exam Schedule

1. Semester-wise Mid-Term and Final Examinations schedules will be announced by the first week of the start of each semester.
2. The schedules will be available on the Examination Notice Board as well as on the student portal.

iii. Assessment Reporting System

1. Tutor based.
2. Faculty will notify number and mode of continuous assessments and hand over the dates for the same prior to the start of a course to students and Examination Office in writing.
3. Faculty members are required to specify the nature of midterm and final examination (including re-sit final examination) prior to the start of a course.

iv. Eligibility For Appearing In An Examination

The eligibility to appear for examinations is guided by the attendance policy, monitored by the administration department.

v. Hall Ticket

Hall ticket is the exam admission slip issued for the students to appear mid-term, Final & Mitigation exam. Student has to carry the hall ticket and produce on demand in the examination hall. It contains Student name, program, dob, gender, photo, course ID, student ID, Exam date, course code and course name

vi. **Quality Check of exam paper**

Quality check is the process of evaluating the standard of the exam paper by a subject expert that meets the learning outcome requirement pertaining to the course. It is carried out 2 weeks prior to the conduct of the examination. All question papers are administered only after duly approved by the HOA.

O. DISSERTATION POLICY

i. **Introduction**

Dissertation is an integral part of the curriculum in BBA program. The objective of Dissertation is to enable the student to conduct an independent research on a business problem. The dissertation trains the student to understand the various conceptual frameworks, models and the tools & techniques of research that are used in conducting a business research. It prepares the students to review literature, formalize a proposal, define objectives, collect data, analyze and report the findings.

ii. **Offering of the Dissertation**

The Dissertation is a 3 credit course offered at the Senior Level. The Dissertation course is offered to students who meet the qualitative and quantitative requirements of the academic standing and must have completed the prerequisite course on 'Business Research Methods.

iii. **Procedure for offering Dissertation**

All the Senior Level Students who are eligible are issued a letter of offering this course containing the details of duration of the course, last date of submission, the name of the supervisor, date of viva and minimum attendance required.

iv. **Allocation of Supervisors**

Students are allocated Supervisors according to their respective areas of 'Major' and the area of specialization of the supervisor. The workload for faculty members assigned with Dissertation Course is calculated as given in the table below. Academic Workload Credit for Dissertation Supervising Student Faculty Members in a 3-credit-hour course is 0.25 Workload credit per student enrolled (12 students enrolled in a 3-hour student teaching course = 3 academic workload credits)

P. INTERNSHIP / INTERNSHIP PROJECT POLICY

The internship program of Skyline University College assists students to work and learn in a professional environment and get prepared for embarking on employment careers. The internship facilitate students to be able to apply the knowledge gained in the classrooms in a work setting, this process enriches student learning experience and helps them transit into the work world. It helps students develop a better understanding of work ethics, discipline, reporting system and team work in a work place of their specialization. The internship has a clear objective for student to gain from the experience.

- i. To assess opportunities and apply knowledge gained during the study period in the program
- ii. To cope up with various skills, competencies and responsibilities to meet industry expectation.
- iii. To understand the organization culture, behavior, job requirement, soft skills and problem solving approaches used in real work situation.

The process of arranging internship

- i. To receive complete list of internship requirement for eligible student from Administration & Examination Department
 - a) Specialization wise
 - b) Contact Details (Mobile, Personal Email and Official & Fax)
 - c) Name with clear passport size photographs
 - d) Photocopy of Passport copy with VISA page
 - e) Photocopy of UAE National ID
 - f) Letter of consent and compliance from the student
 - g) Updated CV/Resume
 - h) Contact details of SUC supervisor
- ii. To coordinate in developing e-brochure for prospective students containing the photograph, personal, qualification, experience detail and supervisor contact details.
- iii. To mail the e-brochure to the prospective employers / industry for internship.
- iv. On receipt of acceptance/consent from respective industry the intimation send to SSD.
- v. SSD completes the registration formality and issues letters of internship.
- vi. In-house orientation for intern by coordination with Corporate Affairs Office, SSD & SUC's Supervisor, and Experience sharing from students already placed.
- vii. SSD to compile list of intern joined the organization.
- viii. SUCs supervisor to monitor the progress of inter and appraise office of corporate affairs.

- ix. In case student does not join or discontinue, it is the sole responsibility of student to find organization for their internship. Corporate office is not held responsible for arranging second opportunity.
- x. Students intern are required to submit internship Project report to SSD.
- xi. SSD to send details of organization where internship has been organized during semester.
- xii. Corporate affairs office to be sent thanks letter to concerned people in organization where internship completed.

XXX. STUDENT RECORDS

The documents being maintained in SUC will normally fall in three categories viz:

- A. ADMINISTRATIVE RECORDS
- B. ACADEMIC RECORDS
- C. FINANCIAL RECORDS

Each of the above maintained separately.

Note: All the above documents will be maintained as student file till graduation and thereafter the documents are converted into PDF file and stored in electronic archive, hard copies of the documents will be completely destroyed after four years from the date of graduation

A. ADMINISTRATIVE RECORDS

Administrative records comprise of the personal profile of each and every student of SUC and consist of the following:

i. **Enrolment Form**

Each student fills up the enrollment form at the time of registration. The form lists the personal information, passport and visa details, the major area of the program the student has opted for, educational qualifications, work experience, registration payments, the terms and conditions on which the admission is given. Once the result of the entrance examination is available, the administration department updates the file. This document is maintained only till the student qualifies for and attends the graduation ceremony.

ii. **Directory Information**

The directory information consists of data regarding the address, telephone number, mobile number, email address etc. This record is stored electronically soon after the student is registered. It is also available as a hard copy in the enrolment form. The record is updated as and when the student informs of a change. Normally, this information is also updated every year by floating an address update form.

iii. **Record Of Entry Level Qualifications**

A copy of the higher secondary school certificate is maintained in the personal file of the student. While accepting this document, the student is required to show the original certificate to SUC officials, who verify and attest the copy of the certificate.

- iv. **Results Of Personality And Interest Tests: (Optional)**
A record of the results of the personality and interest tests are kept in the Administration Dept. The record will be maintained till the student graduates.
- v. **Record Of Discipline**
In case the student has been involved in any incidents of indiscipline, a record of the incident is kept in the student's personal file.
- vi. **Attendance Record**
The student's attendance is recorded in the system through software.
- vii. **Letter Of Admission:**
A copy of the letter of admission and the fee payment schedule is filed in the personal records of the student.
- viii. **Copy Of Passport:**
A copy of the passport along with the visa information is filed in the personal record of the student.
- ix. **Miscellaneous Documents:**
Copies of letters issued to the student, proof of mitigation and any other correspondence with the student, are also filed in the personal file of the student.
- x. **Graduation Information And Copies Of Transcript**
Copies of all transcripts issued to the students, grade warnings, letters of probation and suspension if any, and the graduation information forms a part of the academic profile, which is filed in the personal file of the student.
- xi. **Accessibility To The Records**
Only the following personnel have an access to the records unless specified by the student:
 - 1. Founder President
 - 2. COEC
 - 3. Dean
 - 4. Registrar
 - 5. Head of Academics
 - 6. Head – Admin & Exam Department
 - 7. Administrative Officers
 - 8. Filing Clerk in the Administration Department
 - 9. MOHESR Officials

B. ACADEMIC RECORDS

The Administration Department maintains the academic records of each student. The records comprise of the following:

- i. **Curriculum Requirement**
Students enrolled each year follow a particular curriculum. The administration department keeps a record of the applicable curriculum. The record is transferred to the electronic archive after the student graduates.
- ii. **Details Of Transfer Of Credits**
All documents related to the transfer of credits such as the transcripts, course description, and the details of accepted transfers, are kept with the administration department for each such student. The details of transfer of credits accepted are transferred to the student's electronic records.
- iii. **Details Of Courses Undertaken And The Grades Awarded**
As and when the student takes the courses, and, appears for the examinations, his/her profile is updated in the software. The details of credits undertaken and the grades awarded, the GPA and the CGPA of the student is available through the software. The record is transferred to the electronic archive once the student graduates. These records are very important since the student's performance and graduation depends on the accuracy of such records. It is the responsibility of the Administration and Examination Department to maintain accurate records.
- iv. **Hard Copies Of Transcripts Issued, And, The Degrees Awarded**
A grade report is issued to each student at the end of every semester. A consolidated grade report is filed in the student file at the end of the academic year. Official transcript will be issued only with the Degree.
However a student may request for interim transcripts by paying the necessary fees. A copy of every issued transcript is kept in the student's personal file. The hard copies of degrees are retained by the administration department for a period of four years after the student graduates from the SUC, thereafter, the copies are destroyed.
- v. **Copies Of Coursework / Examination Scripts:**
The Examination Department retains the examination scripts for a period of one year after the declaration of the results after which they are destroyed.
- vi. **Accessibility To The Records**
Only the following personnel have an access to the records unless specified by the student:

1. Founder President
2. COEC
3. Dean
4. Registrar
5. Head of Academics
6. Head - Admin & Exam Department
7. Administrative Officers
8. Filing Clerk in the Administration Department
9. MOHESR Officials

C. FINANCIAL RECORDS

Records of all financial affairs related to a student including the total fees payable, installments paid, any fee reductions, scholarships awarded, and the current balances are maintained by the Finance Department. The main document related to the student is the ledger that is stored electronically and transferred to electronic archives as a permanent record.

i. Accessibility To The Records

Only the following personnel have an access to the records unless specified by the student:

1. Founder President
2. COEC
3. Dean
4. Registrar
5. Head of Academics
6. Head - Admin & Exam Department
7. Administrative Officers
8. Filing Clerk in the Administration Department
9. MOHESR Officials

ii. Method Of Keeping And Destroying Records

All physical documents related to students are kept in fire-proof cabinets with proper locking system. All documents that need to be destroyed are put through paper shredder.

- iii. **Electronic Database And Backups**

The student directory, course information, attendance, all assessment records are kept in electronic records in a centralized manner. The accessibility of these records is limited to SUC's administrative staff with an access password. An automatic back-up of the database will be taken on a semester basis on a DVD and will be transferred to bank locker. These records will be kept for an indefinite period.
- iv. **File Scanning**

All files of registered students of SUC are maintained as soft copy. Once the final registration is complete the student records are scanned and a soft copy of the same is maintained and the backup is stored at the appropriate secured places as per backup policy, to enable SUC retrieve the information during emergency contingency.
- v. **Updating Student Data**

Any change in the student's personal details should be updated by filling up by student data update form. This form is available in student portal upon student request the data is updated in the computer as well as student personal file. The students are solely responsible in providing the updated data. This data is mostly used for the communication between SUC and the students. Dependent & Non-Dependent students must submit the correct guardian details to the SUC.
- vi. **Student VISA/Passport/Emirates ID Expiry Check**

Registration department regularly carries out verification of data in order to assess the expiry dates of documents required to stay in the country so that renewal of these documents can be undertaken within the specified time limits. The registration department informs the concerned department and students regarding the status at least 6 months before the date of expiry.
- vii. **Reconciliation of Active Student List**

Registration department reconciles the active student list with the finance department on a monthly basis so as to assess the exact number enrolled in SUC and follow-up for the necessary action.
- viii. **Audit of Graduate File**

On completing the graduation requirement and the student is eligible for the award of the degree the registration department carries out a thorough check of graduation candidacy status sheet and cross checks with the concerned departments for declaring the student eligible for the award of degree. Any incompleteness found during the audit the student is informed to fulfill the requirement to be able to qualify for receiving the degree.

XXXI. STUDENT REQUESTS

Any student request which comes through the due process will be segregated and the request is sent to the respective departments to fulfill the student request within the policy framework of SUC will be responded to the students within 48 hours. Issues relating to external agencies the response time varies based on the time taken by the outside agency.

A. LEAVE APPLICATION

Student who wants to avail leave during the ongoing semester should fill the leave request form available with student portal. All leave applied must be approved by the Registrar.

Step 1: Apply leave application through the student portal

Step 2: submit the supporting document [proof] to SSD

Step 3: the document will forward to registrar for the approval

Step 4: Approved leave application may be considered during the attendance committee meeting for the eligibility of appearing the examination

B. CHANGE OF CLASS TIMING

Students willing to shift their classes from Morning to Evening or Weekdays to Weekend or vice-versa should fill up the request form available with the Administration Department citing reasons along with the evidence. 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.

Step 1: Apply change of class timings through the student portal

Step 2: submit the supporting document [proof] to SSD

Step 3: the document will forward to Head for the approval

Step 4: Approved application will forward to registration officer for the shifting of class timing.

C. CHANGE OF MAJOR

Students may change their major by filling the transfer form available with 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 in the freshman year of study. Under mitigating circumstances, the case can be considered in the sophomore year of the study.

Step 1: Apply change of major application through the student portal

Step 2: SSD will counsel the student and forward the form to the concerned department for the approval

Step 3: The student account will be debited the applicable fees for the same

Step 4: Approved application will forward to registration officer for transfer the major.

D. WITHDRAWAL OF COURSE

Withdrawal of a course can be done within the first week of a semester without paying any charges and the withdrawn 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.

Step 1: Apply withdrawal application through the student portal

Step 2: SSD will counsel the student and forward the form to the concerned department for the approval

Step 3: The student account will be debited the applicable fees for the same if any;

Step 4: SSD will issue new graduation plan and invoice to the student

Step 5: Approved form will forward to registration officer for withdrawing the course.

E. ADDITION OF COURSE

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 major, an additional charge will be applicable to the student as per the policy. Maximum load will be 18 credits per semester for BBA & 9 credits for MBA.

Step 1: Apply addition of course application through the student portal

Step 2: SSD will counsel the student, and check the eligibility for the addition of course.

Step 3: SSD will check the graduation plan and invoice; for any additional fees.

If any additional fees required then new invoice will be issued to the student.

Step 4: Approved application will forward to registration officer for the addition.

XXXII. STUDENT GRIEVANCE

ADDRESSING GRIEVANCE:

The SUC realizes the importance of having a system in order to address and deal with student dissatisfaction. Constant efforts are taken to minimize errors and avoid repetitions of problems related to academic and non-academic services. In case the counselor is unable to resolve the issue then the student can appeal to the registrar.

i. **Complaint Address Process:**

A student is required to lodge a complaint/suggestion either in person or through their portal or mail. To submit a complaint, a student is required to lodge a complaint/suggestion either in person through their portal or mail. The file 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 next step in the pyramid [Figure -1] will be pursued for academics and academic support services [Figure -2]. Student grievance/complaints & suggestions are also addressed at the Class Representatives' meetings held twice a semester.

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

1. Procedures used to review and resolve complaints or grievances should be fair and conclusion drawn after hearing each point of view.
2. Confidentiality will be respected, unless the use of the information is authorized by law.
3. Complaints or grievances will be handled in a timely manner with achievable deadlines specified for each stage in the evaluation process.
4. The decision will be communicated to Students coordinator who in-turn communicates to the student.

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

ii. **Types of student grievances:**

a. **Academic grievances**

These are usually complaints or appeals against academic decisions. They include but are not limited to

1. Academic progression decisions.
2. Errors/discrepancies in the declared grades.
3. An unreasonable decision of a member of academic staff that affects an individual or a group of students.
4. 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. They include but are not limited to:

1. Administration of policies, procedures and rules by central administrative and student support groups, faculty members and departments
2. A decision by an administrative staff that affects an individual or groups of students
3. Access to SUC resources and facilities

XXXIII. STUDENT APPEAL

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.

1. 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:

- a. Head - Admin & Exam Department
- b. Dean
- c. HOA
- d. REGISTRAR
- e. Advisor
- f. Faculty Concerned
- g. Recording Secretary

At least three members are required to be present to constitute forum for a board. 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.

XXXIV. STUDENT CLUBS AND COMMITTEES

SUC focuses on the overall development of the students through essential extracurricular and co-curricular activities at various levels.

SSD coordinates the formation of these committees and conducts the elections of student committee heads. New students are given a presentation about the committees, by Events Coordinator in the beginning of each academic year and interested candidates can fill up the committee registration form available with SSD or on the student portal. The committees' membership 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.

SSD is responsible for organizing the year round extracurricular activities on campus and coordinating for intercollegiate activities. Responsibilities include:

- i. To plan a yearly calendar of events and activities
- ii. To coordinate for necessary event-based technical and monetary support to students
- iii. To inform the administration department about attendance mitigation cases as per the institutional policy for students participating in extracurricular activities
- iv. To acknowledge student effort

A. RESPONSIBILITIES OF STUDENTS:

- i. To fill up the online committee membership form before deadline
- ii. To read various announcements related to events and activities on notice boards, portal and poster on a regular basis
- iii. To apply for participation in any event well before the announced deadline
- iv. To contact the Events coordinator if interested to get a platform to showcase their talent in any field
- v. To take prior permission from the SSD to use any of the SUC facilities for any extracurricular activities
- vi. To take prior permission from the SSD to miss any classes in order to practice for any event
- vii. To take prior permission from the SSD to stay back in SUC during afternoon break for any extracurricular activities

B. STUDENT CLUBS

Following are the active clubs at Skyline University College:

i. Dance Club

a. Purpose of the Club

The aim of the Dance Club is to provide an open and supportive environment for further enhancement of various dance forms, student choreography, and student performance. In addition, talent hunt would be conducted to discover new dancers.

It is an opportunity for graduate and undergraduate students to choreograph and perform dance pieces for their peers, faculty, and family. People of all backgrounds, cultures, majors, and genders are encouraged to participate.

b. Benefits of Joining the Club

1. Participation in University College's events and competitions as a dancer
2. Being in the spotlight!
3. Gaining additional skills and talents from other members by sharing

ii. Music Club

a. Purpose of the Club

The purpose of the Club is to foster and promote music and music interests. It aims to encourage an appreciation of good music on campus and in the community. The Club is devoted to the search of new talents and their development. It actively supports musical activities and musical development on campus such as composition of own tracks by the students, organizing Skyline Band and competing with other universities.

b. Benefits of Joining the Club

1. Enhance your singing talent
2. Be able to share your talents and abilities with fellow students and the community.
3. Be able to express your personality through music
4. Represent Skyline university talents in intercollegiate events

iii. Drama Club

a. Purpose of the Club

The aim of the Drama Club is to provide an opportunity for the students interested in theater to participate in all aspects of drama and enable them to stage dramas on their own. Students will be involved in all phases of play production such as performance, direction, design, technical support, backstage crafts, publicity, etc.

b. Benefits of Joining the Club

1. Participate in the University College plays
2. Develop and share your talent and skills in play production
3. Build strong social ties with fellow club members
4. Have fun!

iv. Debate Club

a. Purpose of the Club

The purpose of the Debate Club is to provide opportunities for students to build communication skills through practice and participation in intramural and interscholastic speech and debate competitions; develop and pursue excellence in public speaking and oration in collegiate level. It aims to give club members practice in public speaking and to debate on various topics.

b. Benefits of Joining the Club

1. Builds self-confidence
2. Enhances public speaking skills and debate techniques
3. Develops decisive awareness and personality

v. Community Service Club

a. Purpose of the Club

The basic aim of this club is to enable students to give something back to the society in general. It will also help them to face reality and get a better understanding of the world around them thus helping in providing an overall education which does not limit itself just to classrooms.

Since most of the events get media exposure it will also be a way to promote Skyline College's efforts and interest in helping the unfortunate.

b. Benefits of Joining the Club

1. An added benefit of learning something new outside university books
2. A chance to feel the realities of the world
3. An opportunity to feel responsible about someone else other than yourself
4. An eye opening and life long experience

vi. Quiz Club

a. Purpose of the Club

A broad based knowledge in business, spanning a width greater than one's formal education, is a great asset to individuals in the modern society and in the modern job market. The aim of the BizQuiz Club is to awaken the interest of the students in a wide variety of business topics and motivate them to bring themselves up to date with the latest news and other emerging developments in the following areas; Business, Economics, Marketing, Accounting and Finance, Technology, Business History, Management Thinkers and UAE Economy.

b. Benefits of Joining the Club

1. A great way to keep your mind sharp and continually push yourself to the limits of learning capacity
2. Participation in intercollegiate and campus-wide Business Quiz competitions.
3. Utilization of university college resources
4. Sharing information with fellow students

vii. Art Club

a. Purpose of the Club

The purpose of the Art Club is to provide club members with different opportunities for creative expression. The members of the Art Club will share their artistic skills with the school community through such projects as scenery work for university activities and banners/posters for various events. The Art Club presents students with an opportunity to practice their artistic abilities, express themselves through art, and contribute to the school community.

b. Benefits of Joining the Club

1. Opportunity to display artistic skills and talents
2. Participation in artwork exhibitions and competitions
3. Recognition for excellent artwork and unique skills

viii. Alumni Club

a. Purpose of the Club

The goal of the Alumni Relations Club is to support the SUC's relations with its alumni. The members of this club will maintain the alumni database, contact alumni with news, updates and invitations to functions and events. They will participate in planning events for alumni such as Alumni Picnic, Alumni Cricket Match and Alumni Meet. The Alumni Relations Club will work closely with the Alumni Club Council in planning and implementing all planned activities.

b. Benefits of Joining the Club

1. Stay in touch with the alumni and provide an invaluable service of informing and inviting them to the SUC events and functions.
2. Help in organizing alumni-related events and participating in these events as a volunteer.

ix. Social Networking Club

a. Purpose of the Club

The mission of the Social Networking Club is to promote social networking between SUC students and faculty in order to create a close educational community. The members of this club will develop creative ways of promoting other clubs and Skyline University events through such social networking sites as Facebook, Twitter, etc.

b. Benefits of Joining the Club

1. Develop sense of belonging and close community with other students from Skyline
2. Help your university to gain publicity through social networking
3. Have a voice and make a contribution by making your opinions and ideas known to hundreds of other students and faculty.

x. Press Club

a. Purpose of the Club

The aim of the Media Club is to promote the SUC's image in the local and national media. The members of the Club will contribute articles about the life of Skyline University College to local and national newspapers. They will write press releases after major events. Video files or short films telling the story of Skyline can be created and uploaded on Youtube.

b. Benefits of Joining the Club

1. Express student's views and interests
2. Develop your talent in journalism and film-making
3. Enhance the value of the Campus experience
4. Promote the image of the university

xi. Green Club

a. Purpose of the Club

The mission of the Green Club is to raise awareness of the necessity of the environmental protection. The club will conduct various projects on campus and in the community to help preserve natural resources and educate students and general public of the benefits of the recycling, and water and energy conservation.

b. Benefits of Joining the Club

1. Make a long-lasting impact on the environment
2. Be involved in the service to your community
3. Better understand environmental issues
4. Educate other people on conservation methods

xii. Toastmaster Club

At Toastmasters, members learn by speaking to groups and working with others in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people who meet once a week for approximately an hour. Each meeting gives everyone an opportunity to practice:

Members learn how to plan and conduct meetings. Members present one-to two minute impromptu speeches on assigned topics. Two or more members present speeches based on projects from manuals in Toastmasters' proven communication and/or leadership programs. Projects cover topics such as speech organization, vocal variety, language, gestures and persuasion. Every prepared speaker is assigned an evaluator who points out speech strengths and offers suggestions for improvement.

'Toastmasters' produces results. Around the world more than four million men and women of all ages and occupations have benefited from Toastmasters training. Thousands of corporations, community groups, universities, associations and government agencies now use Toastmasters training.

a. Benefits of Joining the Club

1. Learn to communicate more effectively
2. Become a better listener
3. Improve your presentation skills
4. Increase your leadership qualities
5. Become more successful in your career
6. Build your ability to motivate
7. Reach your professional and personal goals
8. Increase your self confidence
9. Increase your leadership potential

C. STUDENT COMMITTEES

The various student committees at SUC are as follows:

i. Events Committee

Events committee is responsible to coordinate and organize year round events in the SUC. Also, this Committee will be responsible to coordinate the Inter-University activities and competitions. Committee head will be elected by the committee members and the chairperson would be the Events Coordinator.

The Events Coordinator along with the committee head (student) will be responsible for:

- a. Allocating staff and student for various events throughout the year
- b. To prepare the basic structure of all the events and communicate the same to the respective event heads
- c. Monitoring and participating in the regular meetings of the committee members for various events
- d. Assisting the event heads in the smooth flow of the events
- e. Coordinating for student participation in various Inter-University competitions
- f. Coordinating with the Finance Department for financial requirements of the Committee

ii. Newline Committee: The SUC publishes “Newline” magazine once in a year This publication involves contributions from students & faculty members and also highlights the year round activities. Students are permitted to work for the magazine for an academic year and re-appointment is subject to performance.

The committee shall comprise of:

1. Chairman (Faculty Member)
2. Students
3. English Faculty
4. SSD
5. In-house IT department

The Newline Committee shall be responsible for

1. The publication of the Newline.
2. For collecting and contributing articles (report on events / general)

3. Encourage students to contribute articles
4. Select and edit manuscripts
5. Plan the page layout
6. Proof read the draft copy
7. Circulate / distribute the final copy

iii. Class Representative Committee: The Class Representatives Committee consists of one representative elected once in a year from each class. Elected Class Representatives thereafter elect the President and Vice-President of the Class Representative Committee. The Class Representatives Committee also consists of HODs, Head of Advisor/Mentor and SSD.

Responsibilities of Class Representatives

1. To discuss student affairs, academic and academic support services related matters.
2. Are solely responsible for the representation of respective student affairs and programs.

iv. Notice Board Committee: The committee is responsible to monitor and organize the regular updates of notice boards related to Extra-curricular activities, Education-Daily News Bulletin and My Corner (Student views and expressions). To creatively design the appearance of all notice boards. The committee consists of SSD and students as committee members appointed for a period of one academic year.

v. Sports Committee: Sports Committee is responsible for coordinating various indoor and outdoor sports activities at Intra University and Inter-University level. The committee is headed by the Head - Sports Department. The duties are as follows:

1. Holding regular meetings with the committee members as and when required
2. Declaring list of award winning students of the scholarship.
3. Preparing a calendar of the meetings and send a copy to SSD
4. Monitoring timely communications with students and staff related to various events around the year
5. Coordinating with the finance department for
6. Financial requirements of the committee.

D. PROCESS OF REGISTRATION TO THE SUC CLUBS & COMMITTEES

- i. Online registration is made available on student portal
- ii. Details regarding each club & Committee is mentioned on the portal
- iii. Choose club details (synopsis), read about it feel interested only then can they register to a club
- iv. A form need to be filled with personal details- name, contact details (mobile number and e-mail address), academic year (class), student ID no.
- v. A student can register with two clubs at a time
- vi. Every time a student logs in a pop-up will appear with their clubs' next scheduled meeting date

Election of President, Vice-president and club committee must be conducted during the first meeting itself

The club will go through the schedule for the year handed over to the Club President by the Student Events Coordinator.

Every meeting in the future will fall in line with the schedule provided. Duties will be divided amongst the students

Club President or Club Sponsor should take down the minutes of the meeting (form will be given to each sponsor)

XXXV. STUDENT RESPONSIBILITIES

- i. Students shall conduct themselves with reasonable consideration for all other persons within the SUC.
- ii. Students shall not indulge in any behavior likely to bring the SUC to disrepute.
- iii. Students shall comply with any reasonable instruction issued by any member of staff of the SUC.
- iv. No student will tender false or deliberately misleading information.
- v. Male and female students are not allowed to move together or sit together in class rooms.
- vi. A student shall not use, or incite others to use physical violence while in the SUC premises.
- vii. A student shall not damage, threaten to damage or incite others to damage any equipment or property of the SUC while on premises.
- viii. Students shall comply with the fee policy of the SUC.
- ix. Students shall comply with all regulations pertaining to the use of library and other SUC facilities.
- x. No student shall create excessive noise, write on walls, make rude remarks, and use abusive or unreasonable behavior in the SUC premises. Violators will be suitably punished.
- xi. Malicious or willful damage to SUC property or the property of any student or member of staff will lead to severe disciplinary action.
- xii. Students are supposed to switch-off pagers and mobile phones in the classrooms and handover to the security before entering for examinations.
- xiii. Students should adhere to the class timings as per the rules & regulations in force.
- xiv. Smoking is prohibited in SUC as per the UAE Law. Any violation will lead to fines.
- xv. Chewing of tobacco or any other form of betel etc is prohibited. Anyone found to be violating this will be penalized.
- xvi. Writing & drawing on desks is strictly prohibited. Any violation will lead to fines.
- xvii. Eatables & drinks are allowed outside the SUC building or in the cafeteria only.
- xviii. Students using bus should strictly comply with the rules and regulations of transport.
- xix. Students shall not litter or throw rubbish. A littering fine as per fees applicable is imposed on violations.
- xx. Students shall not remove, deface or damage the premises, equipment or property belonging to the SUC.
- xxi. Students will be required to make good, in whole to the satisfaction of the Management of the SUC, any damage caused to the SUC property.

- xxii. The SUC accepts no responsibility to any private property being lost or damaged in the SUC premises.
- xxiii. Students bringing vehicles shall observe car-parking regulations in force as well as the speed within the college boundaries.
- xxiv. Students are not allowed to bring their friends / outsiders (except parents) to the SUC. In case of emergency they may contact the Administration Department for approval.
- xxv. Student must carry their SUC Identity Card when they are inside the campus.
- xxvi. Playing cards in any form in the SUC campus is strictly prohibited.

XXXVI. EVENTS

A. WHAT IS AN EVENT?

Life on the campus of Skyline University College is marked with numerous public and official events each year. An event is an enthusiastic gathering of students, professionals, academician or entertainers as per the nature of the specific event. It is conducted to keep the youth young and the old and new tied in a special bond of friendship and understanding.

B. WHY SKYLINE ENCOURAGES STUDENTS TO PARTICIPATE IN EVENTS?

Skyline borders on the belief that cultural integration and unity in a diverse atmosphere like in the UAE can be achieved through student interaction and participation in various events. The SSD at Skyline strongly backs the opinion and encourages students to participate in various events in order to make them comfortable in the new surrounding and help in the transition from school to university level.

C. HOW CAN STUDENTS CONTRIBUTE TOWARDS VARIOUS EVENTS?

Students can contribute by way of enthusiastic planning and organization of various events. The SSD only acts as an advisor/mentor to students to conduct various events and leaves it to their discretion to put their best foot forward and make the particular event a success.

XXXVII. SUC PUBLICATION

A. SKYLINE BUSINESS JOURNAL (SBJ):

It is one of the prominent business journals in UAE, has made inroads into those segments of industry and economy that are integral, but often underplayed. SBJ moves away from the beaten track of unloading high volumes of cumbersome information onto weary readers. Instead it endeavors to be concise yet complete in its contents. The journal attempts to bring to its readers important events and happenings both locally and globally and keeps them abreast with the ever-changing business world.

Skyline Business Journal was launched in 2006 and today it has positioned itself as one of the leading journals of UAE and covers a wide array of business research areas. The journal provides invaluable information in order to broaden the readers' perspective and also to aid them in their decision-making process.

Skyline Business Journal is published by Skyline University College, University City of Sharjah, established in the year 1990, Skyline University College was set up with vision of academic excellence, professional education. The University College is known for its faculty members, students and alumni's. It emphasis on quality, size and diversity while developing three main attributes i.e. Academic Excellence, Professional Education, Competitive Advantage.

B. NEWSLINE

The SUC publishes an in-house magazine called "Newsline" once in a year in addition to the Graduation Compendium. This publication involves contributions from students & faculty members and also highlights the year round activities .The publication of the magazine is by the efforts of "Newsline" committee and the student coordinator. Regular meetings are convened for compiling and publishing this magazine.

XXXVIII. STUDENT DEVELOPMENT PROGRAMS

A. PROFESSIONAL SKILLS DEVELOPMENT PROGRAM

The Professional Skill Development Program is a series of non-credit workshops organized by SSD and designed to give business students the skills they need to present themselves in a professional manner throughout their career.

SSD assists students in developing job search strategies and career development techniques. Some are listed below:

- i. Cover letter and résumé critique and construction
- ii. Interview preparation
- iii. Techniques and follow-up procedures
- iv. Negotiation and salary information
- v. Identification of potential employers
- vi. Professional dress

XXXIX. STUDY ABROAD

SUC has established articulation agreements with universities spread over UK, US, Canada and Asian countries. These agreements facilitate exchange of students between Skyline and other universities thus providing SUC students with the opportunity to pursue their higher studies abroad.

Some of the universities with whom SUC has signed such partnership agreement have been listed below:

1. University Of Michigan-Flint School Of Management, USA
2. Hawaii Pacific University, USA
3. The University Of Findlay, Ohio, USA
4. Sheridan College - Institute Of Technology & Advance Learning, Canada
5. Niagara College Canada, Canada
6. Aberystwyth University, United Kingdom
7. Birmingham City University, United Kingdom
8. British Institute Of Technology & E- Commerce, United Kingdom
9. The London Graduate School, United Kingdom
10. Dublin Business School, Ireland
11. The American University, Girne, Cyprus
12. Eastern Mediterranean University, Cyprus
13. Donetsk National Technical University, Ukraine
14. University Of Business In Prague, Czech Republic
15. Jordan Applied University College Of Hospitality And Tourism Education, Jordan
16. Mazoon University College, Oman
17. Emirates College For Management And Information Technology, UAE
18. Siva Sivani Institute Of Management, India
19. Imperial College Of Business Studies - Lahore, Pakistan
20. Nepal College Of Travel And Tourism Management, Nepal

XL. ACADEMIC UNITS AT SUC

A. SKYLINE CASE STUDY CENTER

Business Education is always considered as solution to corporations. This contributes the practical aspects of Organizational activities. Teaching management sciences by way of case studies is still considered a competitive edge of Business Schools. Skyline University College a reputable education provider has also incorporated case based approach to provide quality management education in the UAE.

The purpose of this center is to develop Case studies on all domains of Business Management. This Center will collaborate with corporations and offer them solutions through developing cases on regional & global contexts. This Case study center will also enhance the competency level of Students and Faculty through case based learning. This Center will help UAE & GCC corporations to make better decisions in today's fast paced changing era.

B. SKYLINE CENTER FOR ENTREPRENEURSHIP AND INNOVATION (SCENTI)

The skyline center for entrepreneurship and Innovation is a new initiative focusing on providing opportunities for the student fraternity to develop their creative and innovative skills. It is also aimed at encouraging and facilitating them to translate their ideas into small business or community development ventures. The centre acts as a catalyst in promoting entrepreneurship skills by inviting ideas, incubating, guiding, assisting in developing proposals, collaborating with financial institutions and facilitating in establishing ventures. The center aims to develop young leaders in business startups in the region, by providing them a platform, where they can turn their creative business ideas to viable and profitable business ventures.

XLI. ADMINISTRATIVE UNITS AT SUC

A. MARKETING AND REGISTRATION DEPARTMENT

i. Introduction

The Marketing & Registration Department, pursuing the vision and mission of SUC, is responsible to enroll prospective students irrespective of age, color, gender, religion, race, national origin and disabilities creating a co-educational and multicultural academic environment making SUC a dynamic center of learning.

The Marketing & Registration Department is responsible in creating awareness and opportunities available at SUC for students to develop their knowledge, skills and values and their overall personality to become effective and socially responsible managers in dynamic national, regional and global.

The Marketing & Registration Department is responsible to build a strong brand image & project the core values of SUC to the prospective students, SUC community, general public and other stake holders. The aim of the department is to reach the target segment by participating in various promotional activities in local & international markets.

The Marketing and Registration Department admits school graduates & matured students as per the guidelines of Ministry of Higher Education and Scientific Research, UAE and the admission policy of SUC. The number of students enrolled is based on the availability of seats determined for each major in accordance to the strategic plan of SUC.

ii. Services provided to Students

a. Pre - Admission Services

The following pre - admission services are provided by the Marketing Department while helping the prospective student to make the right choice of major to match their career opportunities:

- i. Interact with the prospective students and understand their areas of interest, strengths and weaknesses

- ii. Explains the standing of the SUC and the importance of its accreditation by MOHESR and its acceptability in the job market and for pursuing higher studies locally and internationally. Explains the details of BBA & MBA programs, their duration, and the potential career opportunities of majors offered in UAE and international market.
- iii. Helps the prospect to choose suitable area of major to be pursued through the aptitude test
- iv. Explains the admission requirements and fee structure
- v. Explains the facilities available in SUC
- vi. Verifies the documents to check the eligibility
- vii. Verifies the eligibility for transfer of credits, if applicable
- viii. Informing students regarding visa regulations
- ix. Inform student seeking SUC visa about the hostel facilities
- x. Explains the refund policy

b. During Admission Services

- i. Helps in filling up of application forms
- ii. Orients about the English / Math placement tests and provides model papers
- iii. Issues the hall tickets for the placement test and informs the date and time of the test
- iv. Helps students to complete the process of fee payment
- v. Informs about the placement test results and organizes retest, if applicable
- vi. In case the candidate fails the English and/or Math placement test, the counselor advises the candidate to enroll in basic/advanced hours of English Foundation or Numeracy Crash Course based on score attained.
- vii. In case the candidate takes the admission into the foundation program and wishes to complete the TOEFL from outside and submits the pass certificate before the commencement of the main program, SUC will register the candidate into the main program and adjust the fee.
- viii. Inform student regarding courses approved for transfer of credits and graduation plan

c. Post Registration Services

- i. After a candidate fulfils the admission requirement the admission department verifies the validity of documents and formally registers into the program
- ii. Guides the enrolled students about the academic and academic support services through the orientation program

- iii. Guide the student and provide details of the main program
- iv. Inform students about the commencement date of classes and use of portal services
- v. Inform students about collection of the admission kit
- vi. Receive the students on the first day of classes and guide them to the orientation program
- vii. To acquaint students with facilities available at SUC where a campus tour is organized

B. ADMINISTRATION & EXAMINATION DEPARTMENT

i. Introduction

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.

ii. Services provided to Students

a. 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.

b. 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.

c. 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.

d. 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.

e. 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.

f. 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.

g. 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.

h. Mail Services

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

i. 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.

j. SMS Services

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

k. Wireless Services

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

l. Online Services

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

m. Mosque And Prayer Rooms

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

n. Common Room

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

o. Plasma Electronic Display

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

p. 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.

q. Help Desk

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

r. Graduation Plan

Every student is issued with the graduation plan at the time of admission. In case of students meeting the GPA requirements may opt for accelerated program for which the graduation plan may be revised. The graduation plan helps the students to plan their studies accordingly.

s. 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

C. FINANCE

i. Introduction

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.

ii. Services / Facilities Provided To Students

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.

a. 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.

b. 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.

c. 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:

1. Need based scholarship – offered on income criteria
2. Toppers Award – offered on academic performance
3. Student Trainee Salary – offered for providing assistantship to SUC
4. Sports Scholarship – offered on excellence in sports
5. Corporate Scholarship – offered to organizations, social clubs, consulates and government departments
6. Outstanding efforts in extracurricular activities

d. Fee Waiver

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

1. Industry Fee Waiver
2. Sibling Fee Waiver
3. Government/ Bank Fee Waiver
4. Educational Establishment Fee waiver

e. 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.

D. COMPUTING DEPARTMENT

i. Introduction

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.

ii. Facilities provided to Students

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:

a. 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. A total of 170 System are managed by Computing Department with the help of technical assistant. All the computers have multimedia with internet facility.

The computers in the lab are regularly updated for uninterrupted access by the students.

The Computer labs are available for access from 0930hrs to 1330 hrs and from 1700 hrs to 2200hrs on working days.

The Computer labs are available for access from 0900hrs to 1800 hrs. on Friday and from 0900 hrs. to 1900hrs on Saturday.

b. 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.

c. 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.

iii. Services provided to Students

a. 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.

b. 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.

c. Technical Services

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

d. Internet Services

The internet facilities are connected with 40 Mbps fibre optics connections to provide adequate speed for accessing internet services throughout the campus. The internet facility is provided free of cost to its users from 0930 till 2200hrs, 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.

e. SUC Email Account

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

f. Students Portal Email Accounts

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

g. SUC Staff Telephone Landline Line & Mobile Connection

The Computing Department provides each every faculty and staff members with an extension number to call. Mobile connectivity has been provided to select staff members and HODs on a monthly slab basis as approved by management. This connection has been provided to ensure that prospective student and corporates are easily accessible even during non-office hours.

h. SUC Staff Walki-Talkie

The Computing Department provides each every support staff, HODs and few select staff members with a Walki Talkie handset to talk each other for smooth operation of the department and day to day work for better coordination.

i. Networking & Intranet Services

The Computing Centre network is powered by high-speed fibre 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.

j. 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.

E. LIBRARY

i. Introduction

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.

The Library is open to the faculty members, staff, students, and alumni and even to outside members who are engaged in research activities for use of the collection.

Library is providing the following services to the users:

- a. Online Public Access Catalogue (OPAC)
- b. Internet/CD ROM Search Assistance
- c. Online Resources Services (EBSCO, E-Library)
- d. News clipping Service
- e. Reference/Referral Service
- f. Current Awareness Service (CAS)
- g. Selective Dissemination of Information (SDI)
- h. Query Based Service (QBS)
- i. Table of Content

Library Timings

The Library is open with all facilities and services for the students from 9.00 A.M to 10.00 P.M on all workings days and also on weekends from 9.00 A.M to 7.00 P.M

ii. Services provided to Students

a. 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. **(List of newspaper is given in the appendix)**

b. 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.

c. 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.

d. 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.

F. SPORTS

i. Introduction

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 health and safety of SUC community, manage students' hostels and engage students in community service activities.

ii. Services provided to Students

- a. Provides coaching to the students in various games such as Soccer, Basketball, Volleyball, Table Tennis, Badminton, Cricket and Swimming.
- b. Organizes various Inter-University and Inter-School sports events.
- c. Selects and trains teams to participate in various inter-university and intramural events.
- d. Provides the health services which include first aid and medicines for minor illness.
- e. Organizing Internal Sports Activities for staff and students.
- f. Recruiting expert Coaches for various games.
- g. Managing the ground booking and revenue generation.
- h. Sports equipment maintenance.
- i. Conducting Community Service Class and organizing visits to social organizations, for the Freshman students.
- j. Identifying sports persons from schools and college and recommending for Sports Scholarships.
- k. Organizing Health and Safety awareness sessions.
- l. Organizing First-Aid and Safety Training sessions.
- m. Conducting Mock drills for Fire & Safety awareness.
- n. Maintenance of Fire & Safety equipment on a regular basis.
- o. Managing the affairs of students' internal and external hostel facilities.
- p. Inspecting hostel at regular intervals to ensure smooth functioning of the hostel.
- q. Support in organizing Hostel Students' picnic.
- r. Submit regular reports; Checklist, Event reports, Fortnightly, Monthly, Semester, Year End, Planning; to Dean and COEC.

G. STUDENT SERVICES DEPARTMENT

i. Introduction

The student service department of SUC is managed by the Registrar. The Registrar is involved in the functions such as to plan and develop activities that help in maintaining free flow of communication between students, faculty members and staff of various departments for smooth operation as per SUC's strategic plan. The department also involves in number of feedback activities to get first hand information from the students regarding the functioning of SUC's academic and academic support services departments. The department also orients students on filling up online feedbacks.

ii. Services provided to Students

a. Orientation

The student Services Department at SUC is responsible for the coordination and conduct of orientation sessions to all students at SUC.

Orientations are conducted for every new intake at the start of the semester. There are two orientation sessions conducted in a year one each in Fall and Spring. Orientations are conducted every Fall semester for the continuing students. The continuing students are being oriented by the Registrar along with the SSD personnel whereas orientation for new students is conducted by Dean, Registrar and Head of Academics.

b. Counseling

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

c. Addressing Grievance (BBA & MBA):

The SUC realizes the importance of having a system in order to address and deal with student dissatisfaction. Constant efforts are taken to minimize errors and avoid repetitions of problems related to academic and non-academic services. In case the counselor is unable to resolve the issue then the student can appeal to the registrar.

d. Lost & Found

SSD in charge of lost and found wherein students who has lost something on-campus can contact SSD for possible retrieval of lost property. The lost property lies with the SSD for one semester after which it becomes SSD property.

e. Locker Facility

SSD manages and safeguards the student lockers. The lockers are given exclusively to students for their day to day utilization and storing their books, documents and essentials. Student fills up a SSD locker form and the student is allowed to keep the locker for one academic year.

f. Student Housing

SSD in coordination with the Sports department provides student Housing facility to international students (male & female). It provides a safe and well-maintained living/learning environment that supports individual progress and provides quality services and sports activities.

g. Student Career Development:

SSD in coordination with the SUC academic department or external agencies offers a comprehensive career development program beginning with the student's first year of BBA and MBA.

Student career development services offered by SSD:

1. Registering for PSDP (Professional Skill Development Program):

The Professional Skill Development Program is a series of non-credit workshops organized by SSD and designed to give business students the skills they need to present themselves in a professional manner throughout their career.

SSD assists students in developing job search strategies and career development techniques. Some of them are listed below:

- Preparing a cover letter, résumé critique and construction
- Preparing for an interview
- Orient on techniques and follow-up procedures
- Negotiation and salary information
- Identification of potential employers
- Professional attire

2. Career Exploration (Advising/Mentoring): Student should meet SSD who will coordinate with the faculty from specific field of majors to discuss career-related needs and questions. The faculty does individual student consultation. The advisor/mentor/faculty can help them to:

- Identify their interests, strengths, personality and capabilities.
- Understand how their interests match educational majors at BBA & MBA level
- Select and evaluate educational majors at BBA & MBA level

- Evaluate career choices based on national trends and forecasts
 - Begin developing skills that set them apart
 - Strategically plan their major, electives, and activities to support their career goals
3. **Job Search Assistance:** Through SSD the Head – Corporate Relation Affairs helps students develop a roadmap to a successful career by maintaining an up-to-date knowledge of current employment trends and job markets. The Corporate Relations office helps students identify potential employers, uncover job markets and connect with hiring managers.
 4. **Campus Interviews:** SSD in coordination with the Corporate Affairs office organizes timely interviews for students interested in placements.

H. CORPORATE AFFAIRS OFFICE

i. Introduction

The Corporate Affairs Office is responsible for developing and maintaining relations with the experts from industry so that the academia and students can benefit from experiential learning during the program. This enriches the conduct of the courses and exposes 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. The corporate office also engages in conducting survey on knowledge, skill and competency need analysis of the industry. This tool helps in understanding industry requirements and helps in improving the preparedness of graduates from SUC for suitable employment. The Corporate Affairs Executive also prepares grounds for entering into mutual partnership between the SUC and the industry for internships, placements and research projects.

ii. Services provided

a. Internship

The Corporate Affairs Office coordinates the internship program which assists students to work and learn in a professional environment and get prepared for embarking on employment careers. The internship facilitate students to be able to apply the knowledge gained in the classrooms in a work setting, this process enriches student learning experience and helps them transit into the work world. It helps students develop a better understanding of work ethics, discipline, reporting system and team work in a work place of their specialization.

b. Placement

The office identifies employment opportunities for SUC students in the national, regional and international market. Corporate Affairs Executive orients the students on interview techniques & board room expectations. On receipt of placement opportunities from the employer's the detail of the opportunities will be displayed at various location like, plasma, notice board, portal and SMS depending upon need and urgencies. The office also organizes interviews/placement week

c. Community Engagement

The Corporate Affairs Office identifies organizations or other institutions that serve the society at national and international level so that SUC can collaborate with them and create awareness among the student community to pursue community engagement services during their study period and continue throughout their life.

d. Technical Visits & Guest Lectures

The 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.

I. INSTITUTIONAL RESEARCH & QUALITY ASSURANCE OFFICE

i. Introduction

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.

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

a. Feedback Survey

Conducting various surveys that helps in assessing the status and requirements of SUC among the stakeholders is a major responsibility of the Institutional Research Office. Student, staff, graduate and employer perceptions and opinions are imperative in determining the future directions of SUC. IRO contributes to the development of survey tools and the analysis of their results.

b. Institutional Policies

QA office is responsible for preparing, amending, ensuring compliance and evaluating the policy and procedures of SUC.

c. Quality Auditing

The quality enhancement is ensured by auditing and reviewing the various institutional activities with respect to adherence to the planned processes and procedures. This review will help in appropriate decision making by the Dean, Executive Council and Board of Governors.

XLII. ENGLISH LANGUAGE CENTER

A. INTRODUCTION:

English Language Centre (ELC) trains the students to develop four language skills - Listening, Reading, Writing and Speaking to enable them to appear for the IELTS exam and it also offers English language proficiency certificates at Basic, Elementary, Intermediate and Advanced levels. ELC aims to equip the students to comprehend the concepts with clear perception. ELC also offers mathematics crash course under the guidance of the academic faculty members from general education section of the BBA Program.

B. COURSES CONDUCTED BY ELC

Please refer section - *XIII. Preparatory Courses for Admission to BBA* for details on courses conducted by the English Language Center at SUC

C. SERVICES ON PORTAL:

Student can login the Skyline Portal to check the following:

- i. Attendance
- ii. Information about the IELTS web sites suggested by the teacher
- iii. Updated news and events
- iv. Results
- v. All requests
- vi. Car registration
- vii. All kinds of letters
- viii. Names of advisors
- ix. Room allocation
- x. Class schedule

XLIII. ACADEMIC CALENDAR

BBA – WEEKDAY			
ACTIVITIES	FALL 2013	SPRING 2014	SUMMER 2014
COMMENCEMENT OF CLASS [OLD INTAKE]	08-Sep-2013	06-Jan-2014	11-May-2014
COMMENCEMENT OF CLASS [NEW INTAKE]	22-Sep-2013	20-Jan-2014	13-May-2013
ORIENTATION DAY	22-Sep-2013 & 06-Oct-2013	20-Jan-2014 & 03- Feb-2014	13-May-2014 & 25-May-2014
TUTION FEES PAYMENT	BEFORE 10 TH OF EVERY MONTH	BEFORE 10 TH OF EVERY MONTH	BEFORE 10 TH OF EVERY MONTH
STATEMENT OF ACCOUNT	PORTAL	PORTAL	PORTAL
GRADUATION CEREMONY	24-Oct-2013	N/A	N/A
DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT	16-Sep-2013	15-Jan-2014	11-May-2014
ADVISORY PRESENTATION	10-Oct-2013	29-Jan-2014	21-May-2014
1 ST ADVISING MEET WITH ADVISOR [IN OFFICE]	13-17-Oct-2013	16-20-Feb-2014	25-29-May-2014
HALL TICKET COLLECTION	20-Oct-2013	16-Feb-2013	01-June-2014
MID-TERM EXAM WEEK	03-07-Nov-2013	02-06-Mar-2014	15-19-June-2014
RESULT PUBLICATION OF MID-TERM EXAM	13-Nov-2013	19-Mar-2014	25-June-2014
MITIGATION EXAM - MID-TERM	18-20-Nov-13	23-25-Mar-2014	29-1-July-2014
2 nd ADVISING MEET WITH ADVISOR [IN OFFICE]	24-28-Nov-13	23-27-Mar-2014	22-26-June-2014
ADVISORY MEET	17-Nov-2013	23-Mar-2014	29-June-2014
DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT	03-Dec-2013	13-Apr-2014	06-July-2014
DISSERTATION/INTERNSHIP PROJECT VIVA	8-12-Dec-2013	20-24-Apr-2014	13-17-July-2014
HALL TICKET COLLECTION	01-Dec-2013	13-Apr-2014	06-July-2014
LAST DAY OF THE CLASS	12-Dec-2013	24-May-2014	17-July-2014
FINAL EXAM WEEK	15-19-Dec-2013	27-1-May-2014	20-24-July-2014
RESULT PUBLICATION OF FINAL EXAM	24-Dec-2013	06-May-2014	29-July-2014
RESIT/MITIGATION EXAM	7-9-Jan-2014	13-15-May-2014	3-5-Aug-2014
RESULT PUBLICATION OFRESIT/MITIGATION EXAM	12-Jan-2014	19-May-2014	10-Aug-2014

FALL 2014 SEMESTER COMMENCEMENT

BBA WEEKDAY

OLD INTAKE: **8th SEPTEMBER 2014**; NEW INTAKE: **22nd SEPTEMBER 2014**

BBA - WEEKEND

ACTIVITIES	FALL 2013	SPRING 2014	SUMMER 2014
COMMENCEMENT OF CLASS [OLD INTAKE]	06-Sep-2013	10-Jan-2014	09-May-2014
COMMENCEMENT OF CLASS [NEW INTAKE]	20-Sep-2013	17-Jan-2014	09-May-2013
ORIENTATION DAY	20-Sep-2013 & 05-Oct-2013	17-Jan-2014 & 02-Feb-2014	09-May-2014 & 24-May-2014
TUTION FEES PAYMENT	BEFORE 10 TH OF EVERY MONTH	BEFORE 10 TH OF EVERY MONTH	BEFORE 10 TH OF EVERY MONTH
STATEMENT OF ACCOUNT	PORTAL	PORTAL	PORTAL
GRADUATION CEREMONY	24-Oct-2013	N/A	N/A
DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT	N/A	17-Jan-2014	09-May-2014
ADVISORY PRESENTATION	12-Oct-2013	31-Jan-2014	23-May-2014
1 ST ADVISING MEET WITH ADVISOR [IN OFFICE]	18-19-Oct-2013	21-22-Feb-2014	30-31-May-2014
HALL TICKET COLLECTION	20-Oct-2013	16-Feb-2013	01-June-2014
MID-TERM EXAM WEEK	03-09-Nov-2013	02-08-Mar-2014	15-21-June-2014
RESULT PUBLICATION OF MID-TERM EXAM	13-Nov-2013	19-Mar-2014	25-June-2014
MITIGATION EXAM - MID-TERM	18-20-Nov-13	23-25-Mar-2014	29-1-July-2014
2 nd ADVISING MEET WITH ADVISOR [IN OFFICE]	24-28-Nov-13	28-29-Mar-2014	27-28-June-2014
ADVISORY MEET	23-Nov-2013	22-Mar-2014	4-July-2014
DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT	N/A	13-Apr-2014	06-July-2014
DISSERTATION/INTERNSHIP PROJECT VIVA	N/A	20-24-Apr-2014	13-17-July-2014
HALL TICKET COLLECTIONs	01-Dec-2013	13-Apr-2014	06-July-2014
LAST DAY OF THE CLASS	14-Dec-2013	26-May-2014	19-July-2014
FINAL EXAM WEEK	15-21-Dec-2013	27-3-May-2014	20-26-July-2014
RESULT PUBLICATION OF FINAL EXAM	24-Dec-2013	06-May-2014	29-July-2014
RESIT/MITIGATION EXAM	7-9-Jan-2014	13-15-May-2014	3-5-Aug-2014
RESULT PUBLICATION OFRESIT/MITIGATION EXAM	12-Jan-2014	19-May-2014	10-Aug-2014

FALL 2014 SEMESTER COMMENCEMENT

BBA WEEKEND

OLD INTAKE: 12th SEPTEMBER 2014; NEW INTAKE: 20thSEPTEMBER 2014

XLIV. FULL TIME FACULTY MEMBERS AND THEIR CREDENTIALS

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. Amitabh Upadhyaya	Professor - Dean	MA(Pol. Science)	PhD Tourism Management	University of Lucknow
		PG Diploma in Marketing Management		
Dr. K. Shivakumar	Professor	M.Phil. (Commerce- Research Method, Financial Mngt., Consumer Behavior)	PhD Commerce - Marketing	University of Delhi
		M.Com		
Dr. Osama Ali Thawabeh	Associate Professor - Registrar	M.Sc. (Physics)	PhD Physics	University of Rajasthan
Dr. Rashad Al Saed	Professor	MSc Business Management	PhD Business Management	Sudan University
Dr. Mahesh Agnihotri	Associate Professor	M.Com (Taxation & Accounting)	PhD. Commerce	Nagpur University
Dr. John Senior	Associate Professor	Master in Education	PhD English	Rhodes University
Dr. Mohit Vij	Associate Professor	Master of Tourism Management	PhD Tourism	Kurukshetra University
		MBA (HEC Montreal)		
Dr. Riktesh Srivastava	Associate Professor	M.Sc. (Electronics & Communication)	PhD Computer Science	Avadh University
		PGDIM (Mkt)		
		MBA(Mkt)		
Dr. Antony David Miller	Associate Professor	Master Of Science (Cognitive Studies)	PhD Educational Leadership	Trinity International University
Dr. Manoj Kumar	Associate Professor	MBA (Marketing)	Ph.D. Consumer Behavior	CCS University

Dr. Sven Dahms	Associate Professor	Master of Research (Business & Management)	Ph.D. International Business	Metropolitan University
		Master of Science (Finance & Business)		
Dr. Rubeena Cetin	Associate Professor	Masters of Business Administration	Ph.D. (Educational Sciences)	Middle East Technical University
Dr. Meraj Naem	Assistant Professor	Master of Cooperative Management	PhD Commerce	University of Lucknow
Dr. Mohammad Abu Faiz	Assistant Professor	MBA (Marketing)	PhD Commerce - Marketing	University of Allahabad
Dr. J. Shanmugan	Assistant Professor	MBA (Systems with Marketing)	PhD Personal Management & IR	Bharathiar University
Dr. Welcome Sibanda	Assistant Professor	MBA (International Banking & Finance)	PhD Finance	CASS Business School
Dr. Sharon Mendoza Dreisbach	Assistant Professor	Masters in Public Administration	PhD Human Resource Management	Notre Dame of Dadiangas University
Dr. Ravi Sharma	Assistant Professor	M.Com (Accountancy & Business Statistics)	PhD Accounting Practices & Procedures in Hospitals	University of Rajasthan
Dr. Wilson Gachiri	Lecturer	MA (Social Demography & Development Economics), MA(Population Studies)	PhD Economics, Development & Research	Howard University
Mr. Mohammad Abdul Salam	Lecturer	Master of Computer Applications	Master of Computer Applications	Osmania University
Mr. Dustin L. Watchman	Sr. Instructor	Master in Education	Master in Education	Fort Hayes State University

FACULTY SEMESTER CONTRACT

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. Marwan Rushdi Yousef	Lecturer	MA (Economics)	PhD Economics	University of Karachi
Dr. Rakad Ahmed Al Jeshi	Lecturer	Master of Science (Mathematics)	PhD Educational Leadership	Belford University
Mr. Soheil Arzanpour	Lecturer	English Language	Masters Degree in English Language	Islamic Azad University
Ms. Shaista Irfan Shaik	Lecturer	Master Of Science (Electronics)	Master Of Science (Electronics)	Pune University

FOUNDATION AND TRAINING

Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
Dr. Victoria Verna	Assistant Professor	M.A (English)	PhD Research in Language	Bharathidasan University
Mrs. Jinny John	Lecturer	M.A (English) Masters in Education	M.A (English) Masters in Education	St. Ann's College of Education

XLV. DIRECTORY

FOUNDER PRESIDENT

NAME	EXT.	EMAIL
Mr. Kamal Puri	202/ 203	kamalpuri@skylineuniversity.ac.ae

CHAIR OF THE EXECUTIVE COUNCIL

NAME	EXT.	EMAIL
Mr. Nitin Anand	205	nitin@skylineuniversity.ac.ae

EC MEMBERS

S NO	NAME	DESIGNATION	EXT.	EMAIL
1	Dr. Amitabh Upadhyia	Professor, DEAN	207	dean@skylineuniversity.ac.ae
2	Dr. Osama Ali Thawabeh	Associate Professor, Registrar	211	osama@skylineuniversity.ac.ae
3	Dr. Sudhakar Kota	Professor, Head of Quality Assurance (HQA)	209	skota@skylineuniversity.ac.ae
4	Dr. Parag Sanghani	Associate Professor, Head- Academics (HOA)	210	parag.sanghani@skylineuniversity.ac.ae

ACADEMIC FACULTY MEMBERS

S NO		NAME	DESIGNATION	EXT.	EMAIL
1	BBA	Dr. Shivakumar Krishnamurti	Professor	269	skumar@skylineuniversity.ac.ae
2		Dr. Rashad M.Y. Al-Saed	Professor	267	ralsaed@skylineuniversity.ac.ae
3		Dr. Mahesh Agnihotri	Associate Professor	245	mahesh@skylineuniversity.ac.ae
4		Dr. John Senior	Associate Professor	246	jsenior@skylineuniversity.ac.ae
5		Dr. Manoj Kumar	Associate Professor	252	mkumar@skylineuniversity.ac.ae
6		Dr. Antony David Miller	Associate Professor	256	antony.miller@skylineuniversity.ac.ae
7		Dr. Sven Dahms	Associate Professor	242	sven.dahms@skylineuniversity.ac.ae

8	Dr. Rubeena Cetin	Associate Professor	254	rubeena.cetin@skylineuniversity.ac.ae
9	Dr. RikteshSrivastava	Associate Professor	265	rsrivastava@skylineuniversity.ac.ae
10	Dr. MohitVij	Associate Professor	247	mvij@skylineuniversity.ac.ae
11	Dr. Mohmmad Abu Faiz	Assistant Professor	244	mfaiz@skylineuniversity.ac.ae
12	Dr. J. Shanmugan	Assistant Professor	266	jshanmugan@skylineuniversity.ac.ae
13	Dr. MerajNaem	Assistant Professor	257	mnaem@skylineuniversity.ac.ae
14	Dr. Welcome Sibanda	Assistant Professor	243	welcome@skylineuniversity.ac.ae
15	Dr. Sharon (Shaimah) Mendoza Dreisbach	Assistant Professor	249	sharon@skylineuniversity.ac.ae
16	Dr. Ravi Sharma	Assistant Professor	251	ravi.sharma@skylineuniversity.ac.ae
17	Dr. Wilson Gitachari	Lecturer	248	wilson@skylineuniversity.ac.ae
18	Mr. Mohammad Abdul Salam	Lecturer	250	asalam@skylineuniversity.ac.ae
19	Mr. Dustin L. Watchman	Sr. Instructor	253	dustin@skylineuniversity.ac.ae

FOUNDATION & TRAINING MEMBERS

S NO		NAME	DESIGNATION	EXT.	EMAIL
1	FOUNDATION & TRAINING	Dr. Victoria Verna	Assistant Professor, Head ELC	264	victoria@skylineuniversity.ac.ae

ACADEMIC SUPPORT SERVICES STAFF MEMBERS

Tel. # 06-5441155	Fax # 06-5441166			KP DL 06- 544155 1	Fax # 06-5441661
DEPARTMENT	SNO	NAME	DESIGNATION	EXT.	EMAIL
FOUNDER PRESIDENT'S OFFICE	1	Ms. Helen Rallos	Executive Assistant to the Founder President	206	admissions@skylineuniversity.ac.ae
CHAIR OF THE EXECUTIVE COUNCIL'S OFFICE	2	Ms. Iris Melody Hipolito-Mendoza	Executive Assistant to the Chair of the Executive Council	204	skyline@skylineuniversity.ac.ae
DEAN'S OFFICE	3	Mr. Blesson Jacob Phillip	Executive Assistant to the Dean	212	dean@skylineuniversity.ac.ae
MARKETING, PR & ADMISSIONS	4	Mr. Firas Al Tabbaa	Dy. Director	213	faltabbaa@skylineuniversity.ac.ae
	5	Mr. Rakesh Gaur	Head / Business Development Manager	214	rakesh@skylineuniversity.ac.ae
	6	Mr. Abubakar Sadeeq Ismail	Sr. Business Development Supervisor	215	abubakar@skylineuniversity.ac.ae
	7	Ms. Nisrine Zitan	Business Development Supervisor	216	nisrine@skylineuniversity.ac.ae
	8	Ms. Asma Dridi Naaman	Business Development Supervisor	217	asma@skylineuniversity.ac.ae
	9	Ms. Heba Abdallah Mohammad	Receptionist	201	admissions@skylineuniversity.ac.ae
HRD	10	Ms. Sunena Trisal	Head HR	221	sunena@skylineuniversity.ac.ae
	11	Mr. Abdul Haleem	PRO	223	pro@skylineuniversity.ac.ae
	12	Ms. Gold Cleene F. Rabena	HR Executive	222	hrd@skylineuniversity.ac.ae
	13	Ms. Garima Sandilya	PT-HR Assistant		
ADMINISTRATI ON	14	Mr. Harish Gopalkrishnan Nair	Head	224	harish@skylineuniversity.ac.ae

(DL-06-5388846)	15	Mr. Artemio B. Calderon Jr.	Administrative Supervisor - Registration	225	administration@skylineuniversity.ac.ae
	16	Ms. Raquel Tabirara	Administrative Assistant	227	
	17	Mr. Manuel A. Espiritu Jr.	Administrative Supervisor - Examination	226	
STUDENT SERVICES DEPARTMENT (DL- 06-5387477)	18	Mr. Amjad Khalil Sabe	Student Counselling Coordinator	229	ssd@skylineuniversity.ac.ae
	19	Ms. Iman Rtazi	Student Services Executive	228	
	20	Mrs. Reshma George	Events Coordinator	230	reshma.george@skylineuniversity.ac.ae
FINANCE DEPARTMENT	21	Mr. Elvin Miranda	Head - Finance	231	elvin@skylineuniversity.ac.ae
	22	Mr. Sushant Panigrahi	Accounting Supervisor (Cashier)	232	finance@skylineuniversity.ac.ae
	23	Ms. Hafsath	Accounts Assistant	233	
	24	Ms. Joevelyn Ganitano	PT-Accounts Assistant		
	25	Mr. Khan Zeb Sawab Gul	Driver	232	
	26	Mr. Muhammed Saleem	Driver		
	27	Mr. Zeeshan Ali Safdar	Driver		
COMPUTING SERVICES DEPARTMENT	28	Mr. Firoj Kumar Rauta	Head - Computing Services	234	
	29	Ms. Meena Krishnan	Programmer	235	software@skylineuniversity.ac.ae
	30	Mr. Anish Chacko	Technical Support Executive	236	hardware@skylineuniversity.ac.ae
LIBRARY	31	Mr. R. Senthil Kumar	Head Librarian	237	senthil@skylineuniversity.ac.ae
	32	Mr. Sheik Maideen Abdul Rafik	Assistant Librarian		library@skylineuniversity.ac.ae
	33	Mr. Rajkumar Jayaramakrisnan	Assistant Librarian		
CENTER FOR PROFESSIONAL	34	Mr. Amit Verma	Business Development Manager / Instructor	218	amit@skylineuniversity.ac.ae

DEVELOPMENT	35	Ms. Rora Jolina Buenaluz	CPD Assistant	208	cpd@skylineuniversity.ac.ae
INSTITUTIONAL RESEARCH OFFICE	36	Mr. Vinaitheerthan R.	Head - IRO	220	iroffice@skylineuniversity.ac.ae
SPORTS	37	Mr. Sanjay Benjamin	Head - Sports	238	sports@skylineuniversity.ac.ae
ENGLISH LANGUAGE CENTER	38	Dr. Victoria Verna	Head, Asst. Professor	264	victoria@skylineuniversity.ac.ae
QUALITY ASSURANCE	39	Ms. Sarika Satish Banjan	QA Supervisor	219	sarika@skylineuniversity.ac.ae
MAINTENANCE	40	Mr. Ravindran Karicheri	Maintenance Supervisor	240	maintenance@skylineuniversity.ac.ae
	41	Mr. Shibu. M.J	Support Staff		
	42	Mr. Abdul Mutalib	Support Staff		
	43	Mr. Prajun Gurung	Support Staff		
	44	Mr. Mohamad Sara Ravooof	Support Staff		
	45	Mr. Sugesh P Kudi	Support Staff		
	46	Mr. Rajakumar Pillai	Support Staff		
	47	Mr. Gulsher Ahmad Munir Ahmad	Support Staff	241	
48	Mr. Mohanan Karicherry	Support Staff			
SECURITY	49	Mr. Surender Shankuri	Security Officer	240	security@skylineuniversity.ac.ae
	50	Mr. Basvaraj Deshmukh	Security Officer		
	51	Mr. Akram Dawood Shaikh	Hostel Security Officer	06 542970	
	52	Mr. Akbar Husain	Hostel Security Officer	0	

XLVI. PROFESSIONAL AND COLLABORATIVE RELATIONSHIPS

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, 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).



XLVII. ARTICULATION AGREEMENTS



XLVIII. LOCATION MAP

