

SKYLINE UNIVERSITY COLLEGE
UNDERGRADUATE CATALOG
AY 2019-20

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I. FOUNDER CHAIRMAN'S MESSAGE

Twenty-Nine years ago, we were presented with an opportunity to make a difference. We seized this opportunity and took a big leap. In that defining and crucial moment, we have fiercely accepted the responsibility to serve the society by providing quality education to the people. We began to realize that our role in the society and our contribution is twice as hard but ten times more rewarding and meaningful especially when we know that we're working for a good cause and for the betterment of this world. That is when we first built the eminent foundation of Skyline University College under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, whose guidance, support, and direction helped Skyline achieved all its goals.

Over the years Skyline University College evolved from a modest beginning of an institute conducting certification programs into a mature University College and has witnessed more than 7000 graduates. The learning experience through the course of this journey has been very rewarding. SUC today is a prestigious name having a School of Business that conducts business management programs at under graduate and graduate levels with several innovative and sought-after specializations including Strategic Management & Leadership and E Governance at the MBA level besides Marketing & Sales and Tourism & Hospitality Management at the Under Graduate level, amongst several others. The School of IT which was launched last year offers Bachelor of Science in Information Technology - Enterprise Computing (BSIT-EC).

We are also fortunate to be part of the Sharjah University City, which is the cultural and educational vision of H.H. Dr. Sheikh Sultan bin Mohammad Al Qasimi, Member of the Supreme Council of the UAE and Ruler of Sharjah. It is with the inspiration and blessings of His Highness that SUC has grown to such a prominence and wishes to further expand into a full-fledged University. In the current strategic plan, new Schools of Engineering and Humanities are envisaged and the work is in progress in this direction.

At Skyline, we are driven by our core mission to reinforce higher education in the region with our vision to create more programs, open new schools, and upgrade our teaching strategies and facilities to address the present need of the market and to prepare for the unforeseeable future. We are working relentlessly to expand internationally and at the same time building connections with various universities, professional linkages, and networks across the globe to bolster the ground of our foundation.

In the recent past, the emphasis on community outreach programs towards water conservation and tree plantation has seen some outstanding efforts by our students, staff and faculty members.

We are committed to give back to the community with all the resources at our command and as much as we can.

KAMAL PURI

FOUNDER CHAIRMAN

II. VICE CHANCELLOR'S MESSAGE

Welcome to Skyline University College (SUC) in Sharjah.

In preparation to upgrade its status into a fully-fledged university, SUC has recently diversified by the inception of its new School of Information Technology. Both of the schools (School of Business and School of Information Technology) play a fundamental role in carrying out the mission of imparting knowledge, developing professional skills and inculcating values. In a highly dynamic and fast changing world, playing this role in a traditional education environment would not be possible. At SUC we have adopted innovation and creativity as major tools to ensure that we prepare our current students to acquire the knowledge and skills that will enable them to lead in all areas in the future.

To ensure preparedness for the future needs in terms of knowledge, skills and competencies, we give a proper focus on academic and applied research and consultancy. This engagement in research, both at national and international levels, provides a great opportunity for professional development. It also gives our programs a competitive advantage.

Skyline remains committed to the development of professionalism, leadership qualities, innovation and entrepreneurship attributes among its graduates. It recognizes that one of the most important implications of the fourth industrial revolution is the transformation of the concept of knowledge from "knowledge in the minds" to "knowledge in the hands". Therefore, our faculty members play the role of facilitators to help our students to learn how to learn and how to select the most pertinent knowledge that they need in order to master their skills, abilities, and competencies.

Through their learning journey, our students develop habits of the mind that provide them with the versatility needed to be successful in an ever more complex and volatile world environment. Our students relish the many opportunities and challenges provided to them through the varied media available to them at SUC. In striving to predict future human intellectual resources needs, we are continuously engaged in the process of developing new programs and reviewing existing programs. This ensures the use of the state of the art technology to facilitate a student centered learning methodology.

The diversity of our faculty, staff and students is a unique characteristic that ensures engagement in both the local and distant communities which helps in bridging the gap between learning and doing.

At SUC, our strongest assets include our students, alumni, faculty, staff, community partners, and well-wishers, and I look forward to working collaboratively with all as we fulfill our goals. Many of our alumni go on to serve throughout the world making positive contributions to managerial professions. Through numerous educational experiences, research and community service, our students and faculty find opportunities to grow, both personally and professionally.

I encourage you to explore our website to learn about the programs and opportunities that await you with us. We hope you consider joining us in our efforts to contribute to building the future pool of required skills and competencies.

PROF. (DR.) MOHAMMAD INAIRAT

VICE CHANCELLOR

III. SKYLINE UNIVERSITY COLLEGE BOARD OF GOVERNORS

1. **Mr. Kamal Puri**

Founder Chairman, Chairman of the Board, Skyline University College and UAE - Ex-officio

2. **Mr. Ahmed Al Ashram**

Managing Director, Al-Ashram Group & UAE - Ex-officio

3. **Mr. Nitin Anand**

Vice Chairman, Chair of Executive Council, Skyline University College & UAE - Ex-officio

4. **Dr. Ghanem Al Hajri**

Chairman, Al Hawajer Holding; Ex-Chairman, Civil Aviation Department, Sharjah; UAE

5. **H.E. Marwan Al Sarkal**

Chairman, Sharjah Investment & Development Authority (SHUROOQ), Sharjah, UAE

6. **Dr. Mouza Ghubash**

Director, Al Rewaq Cultural & Charity Association

7. **Dr. Ibrahim Barakeh**

Principal, Al Shola Private School, Sharjah

8. **H.E Khalid Jassim Al Midfa**

Chairman of Sharjah Commerce & Tourism Development Authority (SCTDA)

9. **Dr. Ram Buxani**

Chairman of ITL- Cosmos Group

10. **H.E. Ali Salim Al Midfa**

Chairman of Sharjah Airport Authority

IV. MEMBERS OF EXTERNAL ADVISORY COUNCIL

A. SCHOOL OF BUSINESS

1. **Mr. Asish Punjabi**
CEO -JACKY'S Business Solutions
2. **Mr. Ashok Nair**
Consultant, AC Nielsen
3. **H.E. Khalid Bin Butti Al Hajeri**
Director, University City
4. **Mr. Samer Serhane**
Director, Al Ma'arifa International School, Sharjah, UAE
5. **Mr. Arjun Santhanakrishnan**
Partner, Great Sands Consulting
6. **Mr. Ramakrishnan Jayaraman**
Partner, Great Sands Consulting
7. **Ms. Maheen Mansoor**
Alumni Representative
8. **E.A.Philip**
Parent Representative/Manager, Summit Time General Trading, Dubai

B. SCHOOL OF IT

1. **Mr. Ahmed Elkabbany**
General Manager - Corporate Affairs ME - CISCO
2. **Mr. Mohamad Belarbi Amine**
Co-Founder and CEO - VUL9 Security Solutions FZC
3. **Ms. Evgenia Zaytseva**
Oracle Digital Territory Manager - Oracle

V. EXECUTIVE COUNCIL AT SKYLINE UNIVERSITY COLLEGE

1. **Mr. Nitin Anand**
Vice Chairman, Chair of Executive Council
2. **Prof. (Dr.) Mohammad Inairat**
Vice Chancellor and Chair of Academic Affairs Council
3. **Dr. Osama Ali Thawabeh**
Dean-Student Affairs and Vice Chair of Academic Affairs Council

VI. ACADEMIC AFFAIRS COUNCIL MEMBERS

1. **Prof. (Dr.) Mohammad In'airat**
Professor, Vice Chancellor & Chair of Academic Affairs Council
2. **Dr. Osama Thawabeh**
Associate Professor, Dean-Student Affairs (DSA), Vice Chair of Academic Affairs Council
3. **Dr. Ajith Kumar**
Associate Professor, Dean - School of Business
4. **Dr. Deepak Kalra**
Associate Professor, Dean - School of Information Technology
5. **Dr. Naseem Abidi**
Professor, Head - Institutional Research, Quality Assurance, Outreach & Accreditation
6. **Ms. Sunita Marwaha**
Deputy Director-Academic Support Services & Registrar
7. **Mr. Firas Al Tabbaa**
Deputy Director - Public Relations
8. **Mr. Rakesh Gaur**
Director-Marketing & Communications

VII. GLOSSARY OF TERMS

| | |
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| 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 [dropping within one week] |
| ADDITIONAL DEGREE | Students with good standing CGPA of 2.0 and above are eligible to enroll for an additional degree in another major by completing a total of 150 credits (120 credits earned from first degree and additional 30 credits for major requirements of second degree) |
| 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 award of degree on completion of 120 credits |
| BBA | Bachelor of Business Administration |
| BSIT | Bachelor of Science in Information Technology |
| CANCELLATION | A student who wishes to discontinue the study for the semester |
| CAPSTONE | A mandatory course offered to Senior status students having a minimum pass grade of 'C', with no Transfer Of Credit allowed and is a requirement for graduation. |
| CATALOG | Comprehensive information about the admission and academic policies, programs offered, academic progression and course descriptions of courses offered in SUC |

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|---------------------------|---|------------------|---------------------------------------|------------------------|---------------------------------------|------------------------|--------------------------------------|
| CDP | Course Delivery Package | | | | | | |
| CGPA | Cumulative Grade Point Average | | | | | | |
| CREDIT HOURS | Refer to one lecture hour per week for fifteen weeks supplemented by two hours of practical study per week | | | | | | |
| CURRICULUM | Set of courses offered for obtaining a degree with major | | | | | | |
| DAC | Disciplinary Action Committee | | | | | | |
| DISSERTATION | A 3 credit course demonstrating the ability of the student to have achieved program outcomes. It also demonstrates ability to apply theoretical concepts and conduct research under the advisor's supervision. Course requires to defend the research work. | | | | | | |
| FR | Freshman | | | | | | |
| FULL-TIME STUDENT | A student who has 15-18 credit load in a semester | | | | | | |
| GPA | Grade Point Average is determined by dividing total grade points earned by total hours attempted for each semester | | | | | | |
| GRADUATION | Recommendation for awarding degree by the Graduation Board on fulfilling the graduation requirements by the students | | | | | | |
| HONORS | <p>Academic honors are awarded to students scoring as per the following:</p> <table> <tr> <td>Cum Laude</td> <td>An average CGPA of 3.5 to 3.69</td> </tr> <tr> <td>Magna Cum Laude</td> <td>An average CGPA of 3.7 to 3.89</td> </tr> <tr> <td>Summa Cum Laude</td> <td>An average CGPA of 3.9 to 4.0</td> </tr> </table> | Cum Laude | An average CGPA of 3.5 to 3.69 | Magna Cum Laude | An average CGPA of 3.7 to 3.89 | Summa Cum Laude | An average CGPA of 3.9 to 4.0 |
| Cum Laude | An average CGPA of 3.5 to 3.69 | | | | | | |
| Magna Cum Laude | An average CGPA of 3.7 to 3.89 | | | | | | |
| Summa Cum Laude | An average CGPA of 3.9 to 4.0 | | | | | | |
| ID CARD | A unique identification card issued to student | | | | | | |
| INTERNSHIP | Internship is a practical orientation provided with the students to gain experience of real time work environment | | | | | | |
| INTERNSHIP PROJECT | Internship Project is offered instead of Internship to students who are working | | | | | | |
| JOINT DEGREE | A joint degree program is a program that is designed & delivered by SUC in conjunction with one or more partner | | | | | | |

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| | institutions and issues a single degree certificate to a student who has registered for this program upon successful completion of this program |
| JR | Junior |
| MITIGATION | Students seeking excuse for absence from examination on medical or emergency grounds as per SUC policy |
| POSTPONEMENT | Carrying over the course for the next semester |
| PRE-REQUISITE | A Pre-requisite is a course which is required to be completed in order to study an advanced course. A student will not be eligible to take a course with pre-requisites unless the required pre-requisite is completed |
| PROBATION | Academic standing of student falling below the qualitative & quantitative academic progression |
| PROTECTED | A course for which no Transfer Of Credit will be allowed |
| RE-REGISTRATION | Postponed, cancelled, withdrawn students re-joining the program to complete the degree |
| RESIT EXAMINATION | Students with shortage of attendance, mitigation, grade improvement and failure students can re-take the examination |
| SAP | Satisfactory Academic Progression |
| SGPA | Semester Grade Point Average |
| SEMESTER | Period of time an institution offers consisting of 15 weeks |
| SENIOR STATUS | Successful completion of 90 credits |
| SO | Sophomore |
| SR | Senior |
| SUC | Skyline University College |
| SUSPENSION | Academic standing of student failing to fulfill the qualitative and quantitative academic progression requirement even after the final warning |
| TOC | Transfer of Credit |
| TUITION FEE | Charges paid for the attempted credits |

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| FINAL WARNING | Warning given to a student who is on probation and still unable to improve academic performance as per qualitative and quantitative requirements. |
| 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 |

VIII. ABOUT UAE & SHARJAH

ABOUT UAE

The United Arab Emirates is the constitutional federation of seven emirates: Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al-Quwain, Ras Al Khaimah, and Al Fujairah. It is stretched over 1448 Sq.km from the west coast of Persian Gulf and Gulf of Oman, where water and land overlap, to the Arabian Peninsula.

UAE economy was sustained by pearl industry for centuries, the coastline is studded with islands, coral reefs and ridges. Nearly 200 islands fall under the UAE territory on Arabian Gulf, including Abu Dhabi Island, capital of United Arab Emirates, Das Island which is rich in Oil, Delma Island which is rich in pearls, Umm Al Nar Island, Saadyat Island, Hamra Island near Ras Al Khaimah, Abu Moosa Island, Greater Tunb Island, Lesser Tunb Island, and other islands which have left their mark on UAE.

UAE is the world's eighth largest oil producer and is the main driver of the economy. In the recent past non-oil based share in the economy is on the rise. Few sectors that are thriving are retail, hospitality, financial, tourism, logistic and supply chain sectors. Being a free-market economy it has made policy amendments to attract FDI in the Free Zone areas. UAE is one of the most politically stable and secure country in the region. As a result of this stability prosperity, harmony and modernity characterizes UAE. Its development and standard of living of its citizens is due to visionary leaders of UAE especially like Sheikh Zayed who focused on welfare of the country during the pre and post formation years. In the recent years UAE is credited to be pioneer in establishing ministry of happiness to ensure Quality life to their citizens in Asia.

Its place in the GCC is very important as second largest economy and the most tolerant towards different cultures and religions of the world. 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.

The diversified economy of the country gives immense scope of progress and provides opportunities for the citizens in employment, self-employment, innovation and creativity. The leadership of UAE recognizes the importance of education, research and development as a key driver of its economy in the coming years and hence has a vision of making UAE a knowledge based economy.

ABOUT SHARJAH

A modern metropolis with over 6000 years of history, Sharjah is an incredible emirate with coastline on both the Arabian Gulf Coast and the Gulf of Oman. A natural extraordinary landscape, uniquely scenic man-made lagoons, magical endless deserts, fascinating attractions, sophisticated iconic architecture and certainly one of the most diverse emirates in the region, with something for everyone.

Sharjah's rich and varied cultural and commercial achievements are based on solid foundations and traditional heritage. More than 20 museums and heritage sites provide the perfect platform to showcase the arts, crafts, traditions and importance of Islam in the lifestyle of the people in this most fascinating city.

Sharjah has been transformed under the vision and guidance of His Highness Sheikh Dr. Sultan Bin Mohammed Al Qasimi into a vibrant and bustling metropolis while preserving the core values of Islamic tradition, heritage and culture.

Sharjah's rich and varied cultural and commercial achievements are based on solid foundations and traditional heritage. More than 20 museums and heritage sites provide the perfect platform to showcase the arts, crafts, traditions and importance of Islam in the lifestyle of the people in this most fascinating city.

His Highness Dr. Sheikh Sultan Bin Mohammed Al Qasimi has transformed Sharjah into a modern oasis of social and intellectual development by opening the doors of culture, learning and literature to all who wish to learn. Under his leadership a new era has begun with the construction of many new schools, further education institutes, learning and research centres, libraries, clubs and cultural centres.

Education in the emirate started very simply with home-based Islamic studies in the early 1935 and became the first formal educational institute in Sharjah offering a larger curriculum and formal teaching arrangement.

Classical culture is celebrated in the very architecture of the emirate. Islamic culture is at Sharjah's heart, great buildings house the leading educational institutions of Sharjah's University City, and theatre, music and visual arts are championed in both traditional and modern forms.

Under the directives of the Ruler of Sharjah, University City was established in 1997. Today it is one of the most advanced education centres in the Middle East anchored by the American University of Sharjah, the University of Sharjah, the Higher Colleges of Technology, the Sharjah Police Academy, Skyline University College and the Judicial Studies & Training Institute. Students attend from all over the UAE and the wider Gulf region.

In His Highness Sheikh Sultan's own words: "Culture is the cornerstone of the growth we seek. It is that vital element that creates a balance between the cultural belonging and the spirit of the age. Culture creates a state of self-development and self-discipline and leads the human being to show the values of kindness, benevolence and brotherly relations with others. Education is the key to new horizons of development and progress".

Sharjah remains at the forefront of development through further investment in education and by building relationships with foreign universities. The list of courses available continues to expand. The emphasis on education in this emirate cannot be understated. Sharjah continues to be one of the most popular destinations for students from the region, with numbers expected to increase in the years to come.

The first newspaper in the region was launched in Sharjah in 1927 and the first cultural club, Islamic Forum, was established in 1936, followed by the Arabic Cultural Club in 1947. In 1956 Sharjah became the first emirate in the UAE to offer women an education, and in the early 1990s it was the first to run an MBA program.

Heart of Sharjah Area is a testament of Sharjah's dedication to preserving the cultural history of its predecessors. It is celebrated as the foundation of the accolade from UNESCO, which established Sharjah as the Cultural Capital of the Arab World.

In Heart of Sharjah Area, you will see handcrafted works of art and objects that date back to a time when local people relied solely on fishing and pearling. Trace the development of education, currency and the early postal system. Discover the traditional skills and crafts relating to jewellery, costumes, herbal medicine, music and folklore.

Rich in history and culture; a land with a wealth of values, warm and friendly people, all year-round sunshine and distinctive blend of glorious past and bright present, the emirate is an attractive and safe destination offering the right ingredients for leisure and business alike. Having been crowned the "Cultural Capital of the Arab World" in 1998, the Islamic Culture Capital for 2014 and the Arab Tourism Capital for 2015, the smiling emirate of Sharjah has for generations, been welcoming visitors from around the world. It is a great place of learning for students and visitors.

IX. ABOUT SUC

A. OVERVIEW

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, a 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 the educational needs of industries like Aviation, Hospitality, Travel & Tourism, Information Technology & Systems, Marketing, Business Management and Finance sectors and is, presently, one of the leading universities in the Northern Emirates.

SUC offers various programs in Business and Information Technology through their School of Business & School of Information Technology which are fully-approved and accredited by the Ministry of Education (MOE), UAE. Under School of Business, it offers Bachelor of Business Administration (BBA) in Human Resource Management & Psychology, Accounting and Finance, Innovation & Entrepreneurship, Tourism and Hospitality Management, International Business, Public Administration. Master of Business Administration (MBA) Programs are offered, with Emphasis in Strategic Management & Leadership, E-Governance, Strategic Human Resource Management, Project Management, Finance, Sustainable Development, International Business and Marketing. Under its School of Information Technology, it offers Bachelor of Science in Information Technology – Enterprise Computing program. In continuation with the progressive approach, SUC looks forward for meeting the future needs of the industry as and when required.

The campus of SUC is spread over 40 acres of land which is located in University City of Sharjah. SUC is a well-equipped university which caters for its diverse student needs by equipping them to meet the demands facing a young managerial workforce. SUC also prepares its students to meet the challenges of the new century by acquiring relevant knowledge, skills and values.

SUC has carved out a name for itself in academic circles as a provider of business education at a reasonable cost. In our endeavors to improve the quality of our programs, regular evaluations are carried out by academic boards. IT services are also enhanced and integrated to support effective teaching in classrooms and research work, so that the required learning outcomes are met. To deliver quality education, SUC has engaged fulltime faculty members from different nationalities who are Ph.D. degree holders and possess international experience to teach students from multi-cultural backgrounds.

SUC also provides additional learning opportunities and resources by way of a well-equipped library, computer lab, entrepreneurship lab and case study centre. In addition, SUC enables students to learn from various activities which give them opportunities to apply their knowledge, skills and competencies by organizing and conducting co-curricular and extra-curricular events.

SUC has a well-developed Student care package, advising and feedback mechanism that helps students to improve their performance levels continuously. To begin with, SUC ensures all its international students inducted to the Freshman to be aware of the learning environment of SUC and the cultural environment of UAE through Student Care Package which caters to New International students (Bridging program) and academically weak SUC students (Student Tutorials). The advising system is aimed at guiding individual students in their academic and professional fronts. The continuous Student feedback mechanism adopted by SUC helps in understanding the needs and serve them better during their campus life.

SUC also has an active Corporate Affairs Office (CAO) that engages industry to share their experiences with students in the form of guest lectures, industry visits and CEO lectures. The CAO assists students in their internship and job placements.

SUC is proud to facilitate students in preparing them for the required skills, values and competencies suitable to the industry demands. In this regard, SUC conducts Professional Skills Development Program at all levels starting from Freshman to the Senior levels so as to hone student skills in communication, analysis and leadership. PSDP is further reinforced by the Toastmasters club activities to strengthen the communication and leadership skills.

Professional Skill development program especially focuses on developing the soft skills essential for the students to have a progressive career development to keep the student engaged in the overall learning process. SUC has a Teaching effectiveness committee which focuses on improving learning & teaching and a Community services committee which provides opportunities to serve the community through its various activities. SUC also has a Research committee which facilitates research activities among faculty, enables them to use their research knowledge to teach in classes and promotes research culture in the institution.

The Institution has articulation agreements with various colleges/universities in Canada, UK, USA, Australia, New Zealand, Ireland, India and Pakistan, which facilitate the exchange of students for further study opportunities. SUC also maintains professional relationships with IATA-UFTAA, General Civil Aviation Authority, Confederation of Tourism and Hospitality (CTH), Association of Chartered Certified Accountant (ACCA) and the World Tourism Organization (WTO), City & Guilds, CES.

B. VISION, MISSION, GOALS AND OBJECTIVES

i. VISION

Skyline envisions itself to be a globally renowned university that nurtures the spirit of innovation and creativity towards building a knowledge based society

ii. MISSION

The Mission of Skyline University College (SUC) is to impart knowledge, develop professional skills in the field of Business, Science & Technology and inculcate values among students of diverse background to serve the society. SUC provides opportunities to its students in achieving their academic & professional goals and facilitates them to develop their overall personality to become effective and socially responsible professionals in a dynamic global environment. In pursuing this mission SUC focuses on innovative and creative approaches in all areas of education, research, consultancy & community services and development of its employees to facilitate the learning environment for its stakeholders. SUC recognizes risk management in all aspects of its operations and ensures health and safety of its stakeholders.

iii. GOALS AND OBJECTIVES

a. INSTITUTIONAL GOAL:

To continue to serve with dedication in the field of higher education to meet the changing needs of the society and develop responsible individuals without discrimination following ethical practices

i. INSTITUTIONAL OBJECTIVES

1. Committed to serve with dedication in the field of higher education, and prepare students to contribute to the betterment of the society.
2. To offer quality education to a diverse student body globally, irrespective of race, color, gender, religion, physical disabilities and age.
3. To expand its higher education programs as per the needs of dynamic global environment

4. To develop and maintain significant networks between SUC, alumni and industry
5. To continue to maintain meaningful relationship with the community through socially responsible activities
6. To continue to pursue ethical conduct and high order of integrity in all spheres of institutional functions

b. STUDENT GOAL:

To equip students with knowledge, skills and competencies capable of building lifelong career and creatively contribute to the betterment of business and society

i. STUDENT OBJECTIVES

1. To orient students with knowledge through under graduate and post graduate programs thereby grooming them for suitable career opportunities globally.
2. To equip students with creative and entrepreneurial skills suitable for life long career building
3. To integrate general education at the under graduate level programs
4. To enhance higher order skills in problem solving, leadership, analysis and decision making among post graduate program students
5. To develop complete personality of the student through quality education and extra-curricular activities that will enable them to serve society optimally

c. EMPLOYEE GOAL:

To engage competent employees and ensure their welfare and facilitate development

i. EMPLOYEE OBJECTIVES

1. To provide facilities that enhance long term SUC employee welfare, satisfaction and growth
2. To facilitate conducive research and consultancy environment for faculty to pursue scholarly activities

3. To conduct various faculty and staff development programs in order to prepare them to meet challenges posed by the dynamic global environment.

C. LICENSURE & ACCREDITATION

Skyline University College, located in the Emirate of Sharjah is officially licensed from 12th March 2019 to 14th February 2024 by the Ministry of Education of the United Arab Emirates to award following degrees/qualifications in higher education:

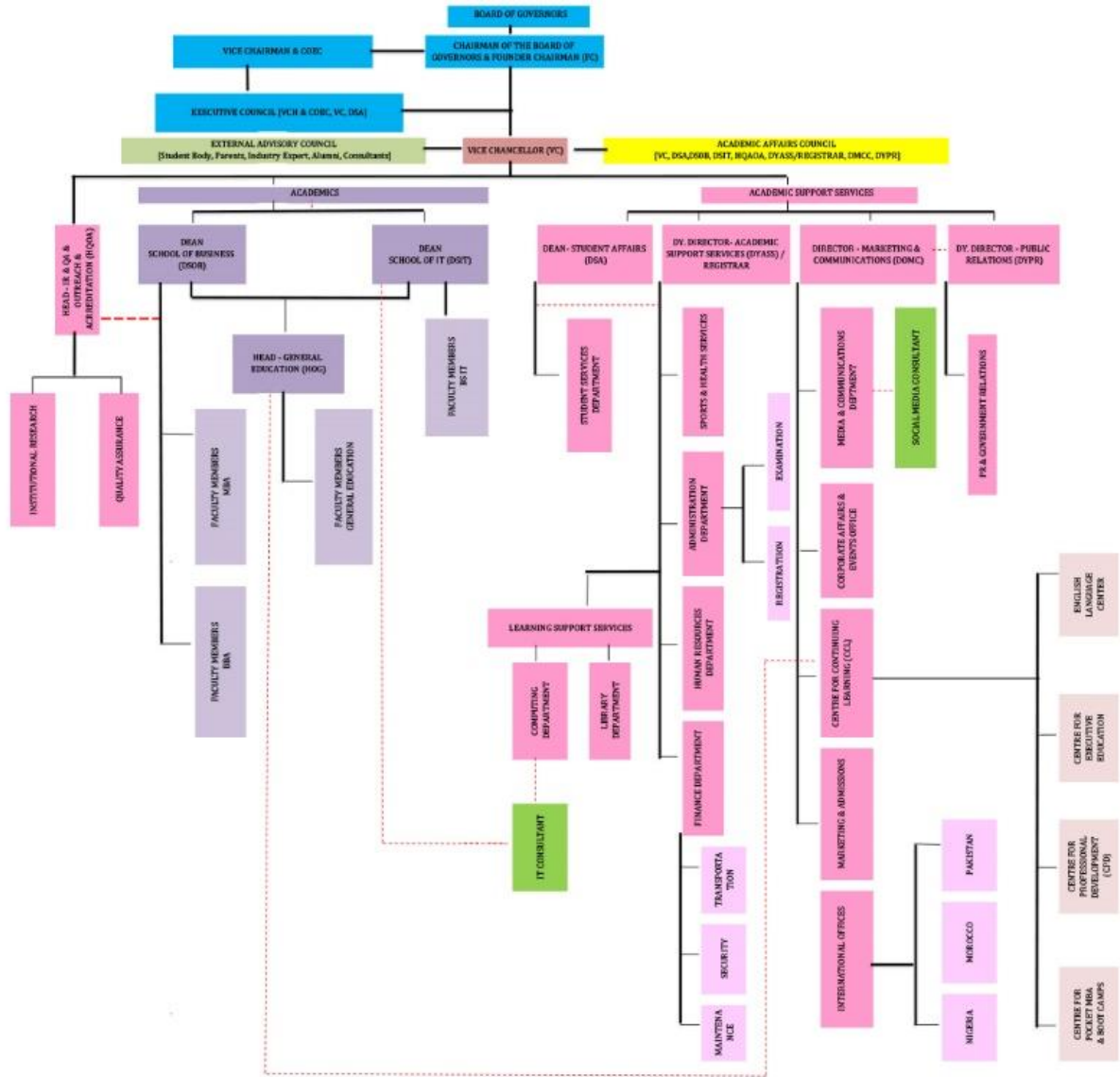
i. SCHOOL OF BUSINESS

- a. Bachelor of Business Administration in Tourism & Hospitality Management
- b. Bachelor of Business Administration in International Business
- c. Bachelor of Business Administration in Information Systems
- d. Bachelor of Business Administration in Marketing & Retail Management
- e. Bachelor of Business Administration in Accounting and Finance
- f. Bachelor of Business Administration in Public Administration
- g. Bachelor of Business Administration in Human Resource Management & Psychology
- h. Bachelor of Business Administration in Innovation & Entrepreneurship
- i. Master of Business Administration with Emphasis on Finance
- j. Master of Business Administration with Emphasis on International Business & Marketing
- k. Master of Business Administration with Emphasis on Strategic Human Resource Management
- l. Master of Business Administration with Emphasis on Strategic Management & Leadership
- m. Master of Business Administration with Emphasis on E-Governance
- n. Master of Business Administration with Emphasis on Project Management
- o. Master of Business Administration with Emphasis on Sustainable Development

ii. SCHOOL OF INFORMATION TECHNOLOGY

- a. Bachelor of Science in Information Technology - Enterprise Computing

D. ORGANIZATION STRUCTURE



E. WHY SKYLINE?

i. INSTITUTIONAL

- a. 29 years of commitment to the society for imparting knowledge, develop skills and inculcate values;
- b. Among the first few universities to start in UAE
- c. Approved and accredited by Commission of Academic Accreditation(CAA) of Ministry of Education (MOE), UAE
- d. Strong Alumni Base well placed in government and private sectors
- e. Multicultural Student learning environment
- f. Affordable fee structure
- g. International offices located in various countries
- h. In-house ERP to manage Effective operations and quick decision making
- i. Innovative teaching methodologies that engage students in learning
- j. Educational programs integrated with professional certifications
- k. State of the art Learning Management System including SCORM for faculty and students
- l. Document Management System (DMS) aiming towards paperless office

ii. ACADEMIC EXCELLENCE

- a. Faculty and Staff from professional field having diverse national and educational background
- b. Focused research environment to integrate scholarly work into curriculum development and delivery
- c. Regular curriculum update to meet industry requirement
- d. Engaging in innovative teaching methodologies
- e. First University in the UAE to achieve membership of IATA (International Air Transport Association), CTH (Confederation of Tourism and Hospitality)

iii. SCHOOL OF BUSINESS

- a. Programs offered in unique area of specialization: Strategic Management and Leadership, Marketing and Retail Management, E-Governance, Human Resource Management & Psychology, Entrepreneurship & Innovation and Project Management, Sustainable Development
- b. Publishes refereed business journal, organizes international business & management conference and dedicated case study center

- c. Application based learning through internship and industry interaction
- d. Opportunity to do professional certification courses along with degree programs available through Globally Certified bodies like IATA, UFFTA, ACCA, CTH, IDP IELTS & AMIDEAST.

iv. **SCHOOL OF IT**

- a. Programs offered in unique area of – Enterprise Computing which includes IOT, Mobile Apps development, E-Commerce, ERP, Big data analytics, Security, etc.
- b. Simulation and practical learning environment to integrate theory with practice
- c. Application based learning through Live project center, internship and industry interaction
- d. Opportunity to do professional certification courses along with degree programs available through CISCO network academy and EC Council
- e. State of the Art Computer Laboratories
- f. Technology integrated learning opportunities
- g. Opportunity to do professional certification courses through CISCO network academy and EC Council

v. **LEARNING SUPPORT SERVICES**

- a. Well-equipped IT infrastructure in the campus including classrooms and labs to support the technology integration into the academics Innovation lab to foster creativity
- b. Availability of interactive In-class facilities and online learning support services in classrooms
- c. Library facilities equipped with rich physical and online resources
- d. User friendly Portal services for students to access course related information, e-learning resources, online request system and Online fee payment facilities
- e. 365 x 24 x7 access through SUC Mobile APP for ease of communication with the institution, enhanced student tutor communication, online fee payments, etc.
- f. Self-Check-in and Checkout facility in the Library
- g. Skyline Entrepreneurship Center to promote entrepreneurial skill among students

vi. **STUDENT DEVELOPMENT OPPORTUNITIES**

- a. Training and testing center for IELTS, TOEFL and Cambridge English preparatory courses
- b. Professional Skills Development Programs which develops professional skills and abilities essential for the career progression
- c. Toastmasters club which helps in strengthening communicative and leadership skills
- d. Enrolling in IEEE
- e. Student Care package which caters to New International students through a bridging program and to academically weak SUC students through Student Tutorials
- f. Counseling is provided to help student progress in academic career.
- g. Corporate affairs department administers student's placement and Industry networking opportunities like Internship and placement opportunities
- h. Academic tours to various foreign countries
- i. Well-equipped Innovation lab to foster creativity
- j. Opportunities for lifelong learning anywhere in the world with the articulation agreements
- k. Year round thematic community service and outreach activities
- l. Student clubs and committees focusing on overall personality development through various co-curricular and extra-curricular activities
- m. Opportunity to showcase the creative writing skills through contribution to SUC Newline publication
- n. CEO Series and Guest lectures by renowned industry speakers
- o. Orientation through guest lectures by Alumni speaker

vii. **INFRASTRUCTURE**

- a. Purpose built Campus equipped with all facilities
- b. Hostel facility inside as well as outside campus available for international students

viii. **SPORTS FACILITIES**

- a. Cricket Ground
- b. Multi Gym
- c. Football ground
- d. Basketball court
- e. Student Common Room

ix. **FINANCIAL AID**

- a. Scholarships offered to students based on outstanding achievement in academics and extra-curricular activities
- b. MOU based Scholarships to employees of government and non-government organizations

X. 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.

i. External Hostel – Girls

In addition to in-house hostel for boys within the campus, Skyline University has leased 10 fully furnished apartments which provide accommodation to 40 students on a sharing basis. These rooms are available to girls as well as boys who wish to avail the hostel facility.

The hostel has full-fledged security arrangements with a full time lady warden at the premises to take care of the students.

B. LEARNING RESOURCES AND FACILITIES

i. BYOD Class Room

SUC has 30 classrooms that are equipped with audio visual equipment and Internet connections. All Classrooms adopt Bring Your Own Device (BYOD) concepts to cater to the student with multimedia resources, Learning Management Resources, Online Quizzes, SCROM, Online Assignment submission, Internet, Intranet etc. facilities 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 Learning Management System (LMS) Moodle Portal and study material upload / downloads can be used for the benefit of the faculty and students.

ii. Computer labs

The SUC has four computer laboratories with around a total of 206 computers with different configurations to match the requirements of the curriculum. A total of 350 System are managed by Computing Department with the help of technical assistant. All the computers have multimedia with internet facility in the lab and are regularly updated for uninterrupted access by the students.

iii. Printing & Photocopying center

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

iv. Library

The library is dedicated to providing learning resources to the academic programs and research activities for students and faculty. It is located at the first floor of the SUC building. The print collection consists of around 12,883 reference books with approximately 9950 titles, 12 magazines and around 6 scientific journals (2357 Online). In addition to the reference books which are common to both the Undergraduate and Graduate requirement, a separate graduate section is developed to include books that are more specific to the Graduate study. The library is well equipped with computers, discussion rooms and facility for making presentations. Library's online public access catalog system (OPAC) facilitates library users to access book titles, full-text journals. SUC has strategic tie-ups with other libraries for availing inter-library loan facility for the Library users. The working hour for library is generally from 0900 hrs. to 2200 hrs. on all working days. During weekends the timings for Friday is from 0900 hrs. to 1700 hrs. and for Saturday the timings is from 0900 hrs. to 1700 hrs.

v. Research Zone with Discussion rooms & Conference room

There are six rooms in the Research zone for discussions along with a one conference room inside SUC's library which can be used by the faculty or staff members for discussions or conducting meetings. The conference room can also be used by the students for their project work and presentations.

The rules and regulations are as follows:

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

vi. Online resource service

The Library is equipped with 23 Computer terminals with internet access. Stakeholder of SUC can access online databases subscribed by the SUC library. This database gives access to more than 21000 E-books & 2000 e-journals.

vii. Magazines

SUC's Library subscribes to several magazines related to different subject areas mainly on global news, trends in Education, Tourism, Business, IT and The selection is done by the LRDC keeping in view the authenticity and popularity of the magazines.

viii. Newspaper and Clipping Service

SUC Library has subscribed to 10 Newspapers including 5 in Arabic Language and 5 in English language. Moreover, Library has a special service of newspaper clipping in which important news related to the subject areas is clipped and recorded for future reference.

C. SPORTS & RECREATIONAL FACILITIES

i. Multi-gym

SUC has a well-equipped gym which can be used by its students, faculty and staff 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 and 1PM to 5PM on Saturdays, 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.

ii. Student Common Room

The Sports Department provides facilities for various games such as Table Tennis, Badminton, Chess, Carom, Billiards and Foosball facilities in the Student Common Room which can be utilized by the students between 9 AM to 10 PM during break time and afternoons.

iii. Playgrounds

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

iv. Hostel Recreation Facility

There is a recreation room in the hostel which has a television and a computer with internet connection for the hostellers. Billiards, Table Tennis, Video game and Foosball facilities are also provided in this recreation room.

v. 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 22 rooms with a capacity to accommodate 44 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. Free internet facility is provided to all the hostel students. The in-campus hostel rooms are currently allotted to boys. In addition to in-house hostel for boys within the campus, Skyline University has leased fully furnished apartments which provide accommodation to students on a sharing basis. These rooms are available to boys and 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 renowned hospitals are called for providing free checkups to students and employees of SUC. BMI Tests are conducted twice a year.

G. OTHER FACILITIES

Other facilities include

i. Cafeteria

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

ii. Parking [Campus]

Students who use their own transportation are requested to collect the car stickers from the Administration, Registration & Examination 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.

iii. Mosque and Prayer Rooms

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

iv. M- Hall (Multi Purpose Hall)

Multipurpose Hall is designated to students for the various activities, seminars, celebration of birthday or for conducting rehearsals for any upcoming events.

v. 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.

XI. ACADEMIC SUPPORT SERVICES

A. ADMISSION SERVICES

On an enquiry about admission in SUC, the Marketing Departments counsels the student regarding Undergraduate, Graduate, English Language Certificate Programs and academic progress, career opportunities & the importance of accredited degrees in the job markets. SUC also conducts aptitude tests to enable students identify their strengths and help them in deciding which program to enroll. In addition, the marketing personnel provide career counseling for helping the prospective student to choose the appropriate program suitable for the career growth. They also explain the opportunities of furthering higher studies in local & international universities articulated with SUC.

The Marketing Department extends counseling services to the students in three stages:

- 1. PRE ADMISSION SERVICES**
- 2. DURING ADMISSION SERVICES**
- 3. POST REGISTRATION SERVICES**

i. 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:

- a. Interact with the prospective students and understand their areas of interest, strengths and weaknesses
- b. Explains the standing of the SUC and the importance of its accreditation by MOE and its acceptability in the job market and for pursuing higher studies locally and internationally. Explains the details of Undergraduate & Graduate programs, their duration, and the potential career opportunities of majors offered in UAE and international market.
- c. Inform students about part-time placement/internship opportunities.
- d. Helps the prospect to choose suitable area of major to be pursued through the aptitude test
- e. Explains the admission requirements and fee structure
- f. Informs about documents to be submitted
- g. Explains the facilities available in SUC
- h. Verifies the documents to check the eligibility

- i. Verifies the eligibility for transfer of credits, if applicable
- j. Informing students regarding visa regulations
- k. Inform student seeking SUC visa about the hostel facilities
- l. Explains the refund policy
- m. Information about Toastmasters Club

ii. **DURING ADMISSION SERVICES**

- a. Helps in filling up of application forms
- b. Helps students to complete the process of fee payment
- c. In case the candidate takes the admission into the English Preparatory Courses and wishes to complete the English Proficiency test from outside and submits the pass certificate before the commencement of the main program, SUC will register the candidate into the main program in the next intake however, the fee of the English Preparatory Courses cannot be adjusted.
- d. Inform student regarding courses approved for transfer of credits and graduation plan

iii. **POST REGISTRATION SERVICES**

- a. After a candidate fulfils the admission requirement the admission department verifies the validity of documents and formally registers into the program
- b. Guides the enrolled students about the academic and academic support services through the orientation program
- c. Guide the student and provide details of the main program and admission requirements for undergraduate and graduate program
- d. Inform students about the commencement date of classes and use of portal services
- e. Inform students about collection of the admission kit
- f. Receive the students on the first day of classes and guide them to the orientation program
- g. To help student get acquainted with facilities and services available at SUC a campus tour is organized by the marketing department.

B. ADMINISTRATIVE SERVICES

i. Issuance of 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

ii. 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.

iii. Issuance of Letters [Arabic / English]

Recommendation letter, Bona-fide certificates Letters, Transcript, Provisional letter, Degree, Duplicate Certificate/transcript, Internship letter, Dissertation letter, Repeating course letter, conditional admission letter, No Objection letter, Accounts Statement for sponsors, Scholarship letter, DAC letter, Rewardships letter, Topper letter, appreciation letter, Vice Chancellors List letter.

iv. 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.

v. 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.

- vi. **LMS Portal Id**

Every student is issued a LMS portal ID and password through which they can access their class attendance, assessments and the results online. The academic profile, Academic Advisor / Mentor and the events of the SUC can also be accessed through the portal.
- vii. **Lost and Found service**

Any lost and found items can be deposited in the Administration, Registration & Examination department who will register the item and keep it in safe custody under the Lost and found section. Students can report any missing belongings to Administration, Registration & Examination department as soon as possible so that the same can be returned to the student upon its receipt.
- viii. **Mail Services**

All the mails addressed to the students are kept in the Administration, Registration & Examination Department. Students are requested to check their respective mails weekly.
- ix. **Issuing car stickers for Parking inside the campus**

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

The administration also provides SMS services to inform the students of any emergency needs that might arise.
- xi. **Wireless Services**

Wireless services are activated in the campus for accessing the internet services.
- xii. **Online Services**

Students can avail the online services for their various requests

- xiii. **Information / updates on Plasma Electronic Display**
A plasma monitor is placed in the campus premises for the updates about the campus activities.
- xiv. **Information / updates on 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.
- xv. **Help Desk service**
A friendly staff member is assigned to help new intake students to be of assistance with regards to the campus whereabouts.
- xvi. **Issuance of Graduation Plan**
Every student is issued with the graduation plan at the time of admission. The graduation plan helps the students to plan their studies accordingly.
- xvii. **Issuance of Proforma Invoice**
Proforma invoice is an invoice generated and given to the student applicant at the time of admission and a copy is maintained in the student file. Proforma invoice includes the following details:
- a. Application Fee
 - b. First Installment Fee
 - c. TOC Fees (If applicable)
 - d. TOEFL Exam Fee (If applicable)
 - e. TOEFL Book (If applicable)
- xviii. **Issuance of Invoice**
After the student applicant fulfills the admission criteria, an invoice is generated for the Program fees mentioning the mode of payment on a monthly / semester basis.

A copy of this invoice is maintained in the student file.

xix. **Learning Management System(LMS) Portal Services**

Student can log into the SUC's LMS Portal to check the following:

- a. Attendance
- b. Information about the IELTS web sites suggested by the teacher
- c. Updated news and events
- d. Results
- e. All requests
- f. Car registration
- g. All kinds of letters
- h. Names of Advisor / Mentor
- i. Room allocation
- j. Class schedule

C. FINANCIAL SERVICES

i. Fee payments & refunds

The Finance department collects all the fee payments from students through cash / cheque/bank card as per the fee payment policy. The department also provides refunds to those who apply for it as per the refund policy applicable.

ii. Transportation

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.

D. COMPUTER LEARNING RESOURCES

- i. **Software Centre**
Software center is controlled by the Computing Department which is responsible for developing in house software as per the requirements of various Academic and Academic Support Services departments of the SUC. They also take care of portal services of the SUC. It also oversees all the software development activities outsourced to external consultants.
- ii. **Technical Services**
The Computing Department assesses the requirements of academic and academic support services to serve the needs of faculty, staff & student and provides updated resources at regular intervals facilitate them for improving the IT services to the users.
- iii. **Internet Services**
The internet facilities are provided to faculty, staff & students to enable them to communicate at regular intervals. The internet network for Staff is connected with 500 Mbps, Computer Lab internet is 500 Mbps, Class Room and Library 40 Mbps and Wi-Fi network is 500 Mbps all networks are fiber optics connections to provide adequate speed for enabling access to internet services throughout the campus. The internet facility is provided free of cost to its users 24x7, which enables the students to get global information from a worldwide network. In addition to this an internet based mail server that offers mail services is extended to the stakeholders to facilitate for internal and external communications.
- iv. **Networking & Intranet Services**
The Computing Centre network is powered by high-speed fiber backbone. On this backbone a File-Server is connected, which enables the faculty & students to post their study materials on internal server and store their important data and files in safe place.

v. **LMS 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 & complaints, HR services. Students can download CDP & study materials, Sharable Content Object Reference Model (SCORM), online quizzes, access online e-database/e-books, online request system, online department feedback to track student progression, class schedule, advising, courses enrolled for & results etc., and the students are issued individual username and passwords for using this facility.

SUC encourages its faculty to share all study material on the SUC Portal to facilitate student learning. SUC requires its entire stakeholder to respect the legal right to intellectual and creative property in all media. All SUC faculties will ensure that student material uploaded confirms with prevailing Intellectual Property Right law of UAE. Faculties will indemnify SUC Management against any Copyright Infringement that arises out of material they have uploaded.

vi. **Timings & Access to Computing Labs**

The Computer labs are available for access from 9.00 A.M to 10.00 P.M on all workings days and from 9:00 am to 5:00 pm on Fridays and Saturdays.

vii. **Turnitin Plagiarism Account**

Students are given access to the Turnitin portal services which enables them to check the plagiarism before submitting the assignment, projects, case study and other submissions as per subject and tasks allocated by faculty.

viii. **Mobile Apps**

Students are given access to the Mobile Apps in both the platform (Android & iOS) which enables them to get information about their attendance, grades, online appointment, registering online, suggestions & complaints, Students can download CDP & study materials, assignment, SCORM, online quizzes, access online e-database/e-books, online request system, online department feedback to 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 LEARNING RESOURCES

i. 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 from 9:00 am to 5:00 pm on Fridays and Saturdays. Library will remain closed on public & Government holidays.

ii. Library Services

a. Online Public Access Catalogue

Patrons can access the Online Public Access Catalogue (OPAC) of KOHA through the Portal Service by entering their Students ID number and password provided by the Skyline University College.

b. Internet / CD Rom Search Assistance

This service is available in the Electronic Library Area. Patrons can get the CD ROM search assistance on request basis.

c. Online Resources

A proper orientation will be given to all freshmen level Students of Undergraduate & Graduate about the Online Databases. Moreover, it will be given during the sessions which will be conducted by the Faculty members inside the library premises. The Library is equipped with 23 Computer terminals with internet access. Students can access online databases subscribed by the library here. This database gives access to more than 16000 E-books & 5000 e-journals

d. Information Services

Library provides all kinds of information services such as Current Awareness Service (CAS), Selective Dissemination of Information Services (SDI), Query Based Information Service (QBS), New Arrivals of the week, Research Support Information Service (RSIS), Table of Contents (TOC), Book Review of the Month, Good Reading Quotes etc.,

e. 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 recorded 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)

f. Inter Library Loan

SUC has an agreement of inter library loan facility with the University of Dubai (UOD). The services of UOD can be availed both by the students and the faculty for the purpose of references, borrow books and also use the online resources. The members of SUC who wish to avail this facility shall make a formal request to the Head Librarian of SUC with specific requests of the required material. The Head Librarian of SUC makes necessary arrangements and makes the material available to facilitate the faculty or student within two working days. The details of the website (<http://www.ud.ac.ae/library>) will be displayed on the library notice board for the references. SUC library also extends facility to enable students and faculty to visit the Sharjah University Library & Sharjah Public Library by showing their SUC Identity card.

g. Research Zone with Discussion Rooms & Conference Room

There are six rooms in the Research zone for discussions along with a one conference room inside SUC's library which can be used by the faculty or staff members for discussions or conducting meetings. The conference room can also be used by the students for their project work and presentations.

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. These rooms are meant for self-study and group discussions.
3. If the group wants to use the presentation room for discussion they need a written permission from the faculty members.
4. The faculty members can use the rooms at their leisure.

h. Training & Orientation

Orientation will be given at the beginning of every semester to the Faculty Members, Students about the Library Resources, Policy & Procedures, Library Facilities and Library Services. A special training will provide for the Graduate students about the usage of EBooks through Vital Source Bookshelf.

i. Internship

SUC library will provide the internship opportunity to the students on part time basis.

F. HEALTH & SAFETY SERVICES

The Sports department provides following services related to health & safety related:

1. Provides the health services which include first aid and medicines for minor illness.
2. Organizing Health and Safety awareness sessions.
3. Organizing First-Aid and Safety Training sessions.
4. Conducting Mock drills for Fire & Safety awareness.
5. Maintenance of Fire & Safety equipment on a regular basis.

G. SPORTS TRAINING

The Sports department provides following sports related services:

1. Provides coaching to the students in various games such as Soccer, Basketball, Volleyball, Table Tennis, Badminton, Cricket and Swimming.
2. Organizes various Inter-University and Inter-School sports events.
3. Selects and trains student teams to participate in various inter-university and intramural events.
4. Organizing Internal Sports Activities for staff and students
5. Identifying sports persons from schools / college and recommending for Sports Scholarships.
6. Conduct sports activities for the corporate and government organizations.

H. MANAGING HOSTEL

Sports department is responsible for managing students' internal and external hostel facilities. The Head of Sports department inspects hostel at regular intervals to ensure smooth functioning of the hostel and also supports in organizing Hostel Students' picnic.

I. CORPORATE RELATIONS WITH CORPORATES, BANKS & BUSINESS COUNCILS

CAO engages in developing relations with corporate, building brand image, facilitate signing of MoUs with the Corporate, Banks and Business Councils engaging them in partnerships for various activities relating to academic and community development.

J. MEDIA AND COMMUNICATIONS

The Media & Communication department manages SUC's media profile and coordinates with local, regional, national and international media agencies.

To increase SUC's visibility, the department undertakes following activities:

1. Writing & sending press releases to print & online media agencies.
2. Coordinating and planning of press meetings.
3. Working with academics to generate coverage for research through knowledge updates.
4. Publicizing major developments at SUC and coordinating media coverage of all major events.

K. LEARNING CENTRES AT SUC

i. 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 collaborates with corporations and offer them solutions through developing cases on regional & global contexts. This Case study center also enhance the competency level of Students and Faculty through case based learning. This Center focus to help UAE & GCC corporations to make better decisions in today's fast paced changing era.

ii. SKYLINE ENTREPRENEURSHIP AND INNOVATION CENTER (SEIC)

The Skyline Entrepreneurship and Innovation Center at Skyline University College is an initiative to encourage students to explore their entrepreneurial skills and prepare business plans which they wish to pursue as a career. The Centre also contributes toward entrepreneurial education and facilitates entrepreneur in starting their own business/es in UAE and the region. It supports a culture of entrepreneurship throughout the University and the region and further provides access to build entrepreneurial networks to promote businesses.

L. CENTRE FOR CONTINUING LEARNING

The Centre for Continuing Learning (CCL) provides specialized training courses under its following four divisions:

i. Centre for Professional Development

Centre for Professional Development offers different professional courses which are internationally recognized and globally accepted. The division caters to the training needs of travel & tourism, finance & accounting, marketing, information technology and other related areas in the field of management.

ii. Center for Executive Education

The Centre for Executive Education designs and conducts customized Executive Development Programs of quality in different areas of management for both private and government sector employees.

iii. Center for Pocket MBA & Boot Camps

The Centre for Pocket MBA & Boot Camps designs and conducts certificate programs/boot camps/summer schools for school and college students across the globe. The participants of this program get a chance to visit major tourist destinations in Dubai as part of this program.

iv. English Language Centre.

English Language Centre (ELC) trains students on the four language skills – Listening, Reading, Writing and conversation to enable them to appear for the globally recognized English Language tests.

The English Language Centre conducts various MOE approved English Proficiency tests required for admission to the undergraduate and graduate programs.

In addition, the English Language Centre offers courses to prepare candidates for following English placement exams for admission in various fields:

1. IELTS Exam Preparatory Course
2. Academic & General Training IELTS Preparatory Course

M. COMMUNITY SERVICES

Community Engagement is an important element of SUC's Vision and Mission. It is the manifestation of the SUC's commitment towards society and its social responsibility. The Community Services Committee at SUC is responsible for planning and conducting theme based community service activities. The Committee encourages all Faculty; Staff and Students of SUC to participate in these activities and awards them for their exceptional contribution in the community service activities.

XII. STUDENT SERVICES

A. ORIENTATION TO STUDENTS

The Student Services Department carries out orientation program for the new and continuing students registered for SUC Programs.

The orientation to new students enables them to understand the various facilities and services provided by SUC. It also familiarizes them with the policies & procedures of SUC so as to enable them in settling down comfortably in the new environment. The students are also provided with complete information on the Professional Skills Development Program embedded with their curriculum, Toastmasters club and student Care package. The orientation provided to continuing students helps them to progress smoothly in their academics and attain good standing in academics. The students in the final year of the program are provided with orientation on the graduation requirements and are counseled on planning their careers.

B. COUNSELING SERVICES

The student Services department is aimed at comforting the students in the first month of joining the SUC by orientating them on various Academic and Academic Support Service aspects of SUC. The counseling continues throughout the tenure of the students in SUC on various dimensions of academic related issues, performance issues, career issues and graduation requirement. Student Counseling also helps students to take maximum benefit of facilities and services rendered by SUC as a student and as an Alumnus. The Academic Counseling at the Undergraduate level is carried out by the Academic Advisor, similarly Academic Counseling at the Graduate level is carried out by Academic Mentor.

i. Counseling to New Students

The various counseling services provided by the department to new students are as follows:

- a. Provisional Admission Counseling
- b. TOC Counseling

ii. **Counseling to Continuing Students**

The various counseling services provided by the department to continuing students are as follows:

- a. Provisional Admission Counseling
- b. TOC Counseling
- c. SAP Counseling
- d. Graduation counseling
- e. Withdrawal & repeating course counseling
- f. Low attendance counseling
- g. Low CGPA student counseling
- h. Exam Absentees Counseling
- i. Mitigation Counseling
- j. Resit Counseling
- k. Financial Outstanding Counseling
- l. Postponement & Reactivation Counseling
- m. Cancellation & Exit Interview Counseling
- n. Visa Student Counseling
- o. Hostel Student Counseling

C. ADVISING SERVICES

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 as an Advisor to a group of students. 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.

D. ALUMNI RELATIONS

The Corporate Affairs Office is responsible for developing and strengthening relations with SUC alumni through the formation of Alumni Association, involving them in events and activities and engaging Alumni in a continuous learning process by inviting them for International conferences, CEO Lecture series and Alumni Lecture series. Corporate Affairs Office shall also organize Alumni Business Meet every year and invite all the alumni to participate in this event.

E. CEO LECTURE SERIES

The Corporate Affairs Office coordinates with the Corporate sector and extends invitation to the President/CEO, generally having responsibility of entire Asia, Middle East and Africa region to attend the "CEO LECTURE SERIES" organized by SUC for its current students & alumni. During this event, the President / CEO provides a lecture on specific industry related topics.

F. HOSTEL AND INTERNATIONAL STUDENTS

The Head of Sports meets the hostel and international students regularly and resolves any major disciplinary issues in consultation with the Dean - Student Affairs. Dean - Student Affairs in coordination with Administration regularly counsels the international students on their visa status, passport submission status, outstanding fee and academic progression.

The Student Services department coordinates with the international offices to maintain communications with guardians of international students for updating on academic progression, attendance, fee outstanding, disciplinary issues, hostel related issues, undertaking forms from guardians in case of disciplinary issues or financial outstanding as may be deemed necessary.

G. ORGANIZING GUEST LECTURES AND TECHNICAL VISITS

The Corporate Affairs Office interacts with industry professional and organizes guest lectures & industry visits for students which will be focused on specific topics based on requests sent by the faculty members. The Guest lectures and Industry visits shall provide practical knowledge of the specific course and help the students in the better understanding of concepts studied in the classroom.

H. STUDENT CLUBS AND COMMITTEES

SUC focuses on the overall development of the students through essential extracurricular and co-curricular activities at various levels. Student Events Coordinator 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 Student Events Coordinator or on the student portal. The committees' membership is offered on a nondiscriminatory basis and is open to all students.

i. Student Clubs

Following are the active clubs at Skyline University College:

a. Performing Arts Club

The Performing art club consists of three (3) sub – clubs which are Dance and Music, and Drama.

1. Dance and Music Club

1.1 Purpose of the Club

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

It is an opportunity for all 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.

1.2 Benefits of Joining the Club

- 1.1.1 Participation in University College's events and competitions as a dancer.
- 1.1.2 Being in the spotlight!
- 1.1.3 Gaining additional skills and talents from other members by sharing.

2. Drama Club

2.1 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.

2.2 Benefits of Joining the Club

- 2.2.1 Participate in the University College plays.
- 2.2.2 Develop and share your talent and skills in play production.
- 2.2.3 Build strong social ties with fellow club members.
- 2.2.4 Have fun!

b. Community Service Club

1. 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.

2. Benefits of Joining the Club

- 2.1 Participate in the University College plays.
- 2.2 An added benefit of learning something new outside university books.
- 2.3 A chance to feel the realities of the world.
- 2.4 An opportunity to feel responsible about someone else other than yourself.
- 2.5 An eye opening and life long experience.

c. Toastmaster & Debate Club

1. Purpose of the 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.

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.

2. **Benefits of Joining the Club**

2.1 Learn to communicate more effectively.

2.2 Become a better listener.

2.3 Improve your presentation skills.

2.4 Increase your leadership qualities.

2.5 Become more successful in your career.

2.6 Build your ability to motivate.

2.7 Reach your professional and personal goals.

2.8 Increase your self-confidence.

2.9 Increase your leadership potential.

2.10 Builds self-confidence.

2.11 Enhances public speaking skills and debate techniques.

2.12 Develops decisive awareness and personality.

d. Skyline Entrepreneurship & Innovation Club

1. Purpose of the Club

The formation of Skyline Entrepreneurship and Innovation club is the result of the vision of the Founder Chairman of the Skyline University Mr. Kamal Puri. The student's entrepreneurship and innovation club of Skyline University College is initiatives to encourage students to explore their entrepreneurial skills and prepare business plans which they wish to pursue as a career. Club will also contribute toward entrepreneurial education and facilitate students for starting their own businesses in UAE and the region. The club supports a culture of entrepreneurship throughout the University and the region. It helps students and entrepreneur to build entrepreneurial networks to promote their new businesses.

2. Benefits of Joining the Club

- 2.1 Mentoring from industry experts
- 2.2 Networking events & SEIC access
- 2.3 IT-facilities & Meeting Room
- 2.4 Business Plan Software Usage
- 2.5 Entrepreneurship Simulation
- 2.6 Access of Global Business Directories

e. Outdoor Adventure Club

1. Purpose of the Club

The primary purpose of the Outdoor Adventure Club is to provide regular outdoor activities, promote interest in the outdoor activities, and encourage the practice of limited impact outdoor ethics for Skyline University students. Using adventure in its many forms, we aim to expand and diversify student experiences, and provide experiential education that accentuates lessons learned in the classroom.

2. Benefits of Joining the Club

- 2.1 Opportunity to experience outdoor activities.
- 2.2 Leadership development, relationship building and environmental responsibility.
- 2.3 Provide a place to plan out trips, meet new people, learn new skills, and try new types of activities.
- 2.4 Promote personal growth.

ii. Student Committees

The 4 student committees at SUC are as follows:

a. 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:

1. Allocating staff and student for various events throughout the year.
2. To prepare the basic structure of all the events and communicate the same to the respective event heads.
3. Monitoring and participating in the regular meetings of the committee members for various events.
4. Assisting the event heads in the smooth flow of the events.
5. Coordinating for student participation in various Inter - University competitions.

b. News and Media Committee

The News and media committee is responsible for contributing to all photography of events and student activities. It also contributes to the Newslines Magazine.

The purpose of the News and Media club is to provide committee members with different opportunities for creative expression. The members of the committee 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 committee presents students with an opportunity to practice their artistic abilities, express themselves through art, and contribute to the student life community.

The SUC publishes "Newslines" 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. Head of Administration, Registration & Examination Department
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

c. 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 and Head of Advisor/Mentor.

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.

d. 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 Head of Administration, Registration & Examination Department.

4. Monitoring timely communications with students and staff related to various events around the year.
5. Coordinating with the finance department for Financial requirements of the committee.

I. INTERNSHIP

Corporate Affairs Office coordinates with Corporate and identifies internship opportunities for the SUC undergraduate students, upon their successful completion of the Professional Skills Development Program (PSDP) organized by CAO.

J. PLACEMENT

Corporate Affairs Office provides placement assistance to current students, graduating students and Alumni of SUC. Any student who is enrolled in the programs offered by Skyline University College is eligible for the placements, provided the candidate successfully attends Professional Skills Development Program (PSDP) organized by CAO. The placement services offered by Corporate Affairs Office include arranging career fair, career counseling, placement drives, HR Network, CEO Lecture series, Technical Visits, Corporate Guest Lectures, participation in Exhibitions, CV Building exercises, Mock Interviews, Alumni Engagement Program, Graduate Management Network and University Job Portal Facility on the official website having multiple opportunities.

K. CLASS REPRESENTATIVES

The Student Services Department (SSD) conducts the election of Class representatives from each class. The Class Representatives meet twice in every semester and provide their feedback on various concerns related to academic and academic support services offered by the institution.

SSD coordinates with the concerned academic and academic support services units at the institution and assists in resolving the issues reported by the Class representatives.

L. SPECIAL PROGRAMS

i. PROFESSIONAL SKILLS DEVELOPMENT PROGRAM

The Professional Skill Development Program (PSDP) at Skyline University College is the outcome of the vision of the Founder Chairman of the Skyline University Mr. Kamal Puri. This initiative enables students to develop their professional skills and abilities to become active job seekers as well as life-long learners.

The spread of activities has been divided into four levels as per the level of the students in the program. The PSDP Program is a zero credit bearing program with no additional fee implication on the students. It is mandatory that students attend a minimum of four sessions per year out of the announced sessions, which would total to four hours. Additionally, the student would be expected to complete tasks assigned during sessions (for e.g. CV design etc.). Attendance and task completion shall be strictly recorded for reference purposes.

Students need to complete the PSDP program requirement for the Freshman and Sophomore levels before proceeding to Junior and Senior levels before graduating.

a. PSDP ACADEMIC REQUIREMENTS

1. The credit value of the PSDP will be zero and shall be a graduation requirement.
2. The zero credit PSDP program will be offered without any additional fee payment from the students
3. Students need to complete the PSDP program requirement for the Freshman and Sophomore level before proceeding to the Junior level and for the Junior and Senior level before graduating.
4. The students are required to attend a minimum of 4 sessions per year out of the announced sessions, which would total to 4 hours. Additionally, the student would be expected to complete 3-4 hours of tasks assigned during sessions (e.g. CV design etc.).
5. Attendance and task completion shall be recorded for reference purposes.

b. PSDP PROGRAM DETAILS

Areas of PSDP program for various levels of the BBA program are given below:

i. FRESHMEN

- a. Aptitude assessment / Creating social media profiles
- b. Goals and Action Plans for academic success
- c. Time-management for success (exams)
 1. Time wasters
 2. Time categories
 3. Work and relax timetables
- d. APA referencing
- e. Strategies for effective intercultural communication
 1. Nonverbal communication codes
 2. Barriers to intercultural communication
 3. Effective intercultural communication strategies

ii. SOPHOMORE

- a. Interpersonal Communication
 1. Non-verbal communication codes
 2. Communication Barriers
- b. Professional PowerPoint (PP) presentations
 1. Planning your presentation content
 2. PP slide creation: Text and visual effects
 3. Effective verbal and nonverbal communication
 4. Audience interaction and attention in presentations

iii. JUNIORS

- a. CV creation (hard copy and online)
 1. Using key words for job searches
 2. Registering on job portals
 3. Uploading and creating CVs on line
 4. CV Dos and Don'ts
- b. Professionalism in the workplace
 1. Definitions of workplace professionalism
 2. Professional etiquette examples

3. Professional workplace attitude application
4. Time management
- c. Team work
- d. Personality Development

iv. SENIORS

- a. Workshops for Dissertation students
 1. Academic writing
 2. Research and analysis
 3. Presentation skills
- b. Mock job interview: Role play to demonstrate job-negotiating skills
- c. Team-building
- d. Online job searches and applications
 1. Using key words for job searches
 2. Registering on job portals
 3. Job-search tools and tips

M. STUDENT CARE PACKAGE

SUC Student Care Package is designed for catering New International students through a Bridging program and academically weak SUC students through the Student Tutorials. It is a package to support and give assistance to students in the different capacities. The team in charge of each package serve to guide students in each category to an efficient orientation/induction into the culture at play in the University and the host community as well as improving their Academic standing/quality of students respectively. These packages will run concurrently and will be closely monitored for the expected outcomes which is to build well-adjusted and academically sound students.

N. EVENTS

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, academicians 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.

- i. **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 Administration 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.
- ii. **How can students contribute towards various events?**
Students can contribute by way of enthusiastic planning and organization of various events. The Administration 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.

O. SUC PUBLICATIONS

- i. **SKYLINE BUSINESS JOURNAL (SBJ):**
Skyline Business Journal is published by Skyline University College. It is one of the prominent business journals in UAE that 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 the year 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.
- ii. **NEWSLINE**
The SUC publishes an in-house magazine called "Newslime" 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 "Newslime" committee and the student coordinator. Regular meetings are convened for compiling and publishing this magazine.

iii. KNOWLEDGE UPDATES

Knowledge @ Skyline is the interactive platform for communicating knowledge with SUC stakeholders, industry and outside world on the pattern of leading business schools of the world. It helps in branding of SUC as a leading institution and encourages faculty, students and others to create and contribute under different streams of knowledge. As a pivot point for sharing knowledge pertaining to different arena, it acts as a catalyst to learning and sharing the knowledge.

P. STUDY ABROAD

SUC has established mutual collaboration with many local and international Universities by initially signing MOU agreements with them. After signing MOU, SUC and corresponding institution apply to MOE-CAA to get their articulation agreement approved. The agreement facilitates student exchange, faculty exchange, joint research activities and information exchange with these Universities. These agreements and associations facilitate academic exchange to bring about a global perspective to the SUC curriculum. Faculty members from Canterbury Christ Church, UK and Georgian University, Canada participated in the conference organized by SUC during the academic year

| S. NO. | UNIVERSITY | COUNTRY | TYPE |
|--------|---|----------------|----------------------|
| 1 | Africa Technical University College | Ghana | MOU |
| 2 | Canterbury Christ Church University, UK | UK | MOU AND ARTICULATION |
| 3 | Dublin Business School | Ireland | MOU |
| 5 | Eastern Mediterranean University | Cyprus | MOU |
| 4 | European University of Business | United kingdom | MOU |
| 6 | Gift University | Pakistan | MOU |
| 7 | Hubli University Vocational College | Canada | MOU |
| 8 | IFIM Business School | India | MOU |
| 9 | Imperial College of Business Studies | Pakistan | MOU |
| 10 | Institute of Business & Technology | Pakistan | MOU |

| | | | |
|-----------|--|-------------------------------------|-----|
| 11 | Institute of Management Sciences | Pakistan | MOU |
| 12 | Jaipuria Institute of Management | India | MOU |
| 13 | Jinan University | China | MOU |
| 14 | Kalinga Institute of Industrial Technology | India | |
| 15 | Kano State Polytechnic (KSP) | Nigeria | MOU |
| 16 | Kwame Nkrumah University of Science and Technology | Ghana | MOU |
| 18 | Lahore Leads University | Pakistan | MOU |
| 19 | Leyte Normal University | Philippines | |
| 17 | Lovely Professional University | India | MOU |
| 20 | Niagara College | Canada | MOU |
| 21 | Nirma University | India | MOU |
| 22 | North - West University | Nigeria | MOU |
| 23 | Richmond University | UK | MOU |
| 24 | Sheridan College - Institute of Technology & Advance Learning, Ontario | Canada | MOU |
| 29 | St. Cloud State University | Minnesota, United States of America | MOU |
| 25 | The London Graduate School | UK | MOU |
| 27 | The University of Findlay, Ohio | USA | MOU |
| 26 | The University of Mindanao | Philippines | |
| 30 | University of Central Punjab | Pakistan | MOU |
| 28 | University of Development Studies | Ghana, Africa | MOU |
| 31 | Yarmouk University | Jordan | MOU |

Upon signing of Memorandum of Understanding, the Corporate Affairs Office at Skyline University College coordinates with partner institutions for identifying collaborative projects which can be undertaken mutually. The main purpose of establishing Memorandum of Understanding is to initiate the articulation agreements between the two institutions after completing all academic requirements for equivalency of courses which is approved by the academic committee at SUC. The agreements are sent to Ministry of Higher Education for seeking their necessary approvals.

Currently, Skyline has articulation agreement with Canterbury Christ Church University, UK.

XIII. APPLICATION

A. WHAT IS AN APPLICATION?

The Application is the enrollment form which is the formal process of becoming a student of the University. 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, residential address, passport & emirates ID detail, Previous studied institution name, placement test details, work experience, Tuition fees, the terms and conditions on which the admission is given. It contains the instruction of terms & conditions governing the course including those registration, student conduct, visa, refund policy, examination and fees schedule. Signature of the Applicants, Parents and registration officer is must and signing the application the applicants is accepting to comply with the rules and regulations of Skyline University College and undertake that the documents submitted are genuine.

B. PROCEDURE FOR APPLICATION

1. Fill-up the application form in capital letter
2. Student information should be accurate and correct [specially dob, nationality, photo, gender]
3. Signature of applicant, guardian and registration officer is mandatory
4. In the event that students would like to avail visa letter from SUC, visa letter fee structure will be applied
5. Medical insurance is mandatory for international students
6. Student is eligible only for one type of fee waiver / scholarship throughout the study period.
7. Scholarship recommendation letter must be submitted within 30 days of registration; noncompliance will forfeit the scholarship awarded.
8. Fee waiver will be adjusted in the 2 years for BBA & BSIT students/2 semester for MBA students. If student wishes to get this included in monthly installment (subject to approval from the finance department) and 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.

9. Graduation fee will be additional and be applied in final year.
10. Transportation fee will be applicable if the student is staying in hostel outside the SUC campus.
11. Transportation fee is as a minimum period of one month.
12. Hostel fee in 2 installments (for students availing SUC hostel facility)
13. Undertaking in case of any missing document
14. Work experience to be mentioned if they availing scholarship
15. TOC details to be mentioned if TOC applicable
16. Student type to be mentioned (local candidate own visa/students seeking visa, visa letter, embassy letter/international students)
17. Parent/guardian details (address, email id, contact number to be provided for international students
18. Local guardian details such as emirates id, tenancy contract and contact number, email id for international students who are staying outside SUC accommodation
19. Student declaration of authenticity of submitted documents is required. If found fraudulent, the university holds the right to revoke the degree at any point of time.
20. Student must read and understand the general terms and conditions governing the program fee structure
21. Student must comply with the rules and regulations of SUC
22. Student must declare that the information provided is correct and complete

C. DOCUMENTS REQUIRED TO BE SUBMITTED ALONG WITH APPLICATION

Following are the documents required along with application form for admission purpose.

- i. Local Undergraduate Candidates with Own Visa**
 - a. National Security Services clearance certificate for UAE Nationals effective from 2014.
 - b. 2 Passport size colored photographs with white background (not Polaroid) along with a digital copy.
 - c. Passport Copy with minimum six months' validity
 - d. UAE National ID
 - e. Attested copy of High School Certificate along with marks sheet (as applicable).

1. UAE 12th standard High School certificate students should submit the attested copy by the school and Ministry of Education, UAE
 2. 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
 3. 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
- f. 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 the equivalent score on any other standardized test approved by the Ministry of Education (MOE).
- g. Proof of SAT 500 score or holding Diploma or Transfer Of Credit with 'C' grade in mathematics subject

ii. Local Undergraduate Candidates Seeking SUC Visa/Visa Letter/Embassy Letter

- a. National Security Services clearance certificate for UAE Nationals effective from 2014.
- b. 2 Passport size colored photographs with white background (not Polaroid) along with a digital copy.
- c. Passport Copy with minimum eight months' validity.
- d. Attested copy of High School Certificate along with marks sheet (as applicable).
 1. UAE 12th standard High School certificate students should submit the attested copy by the school and Ministry of Education, UAE
 2. 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
 3. 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

- e. 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 Score of B1 or the equivalent score on another standardized test approved by the Ministry of Education (MOE).
- f. Proof of SAT 500 score or holding Diploma or Transfer of Credit with 'C' grade in mathematics subject
- g. PDC for the academic year

iii. Visa Undergraduate Students (Overseas)

- a. 2 Passport size colored photographs (not Polaroid) with white background.
- b. Passport Copy with minimum eight months' validity.
- c. Police clearance certificate and Medical certificate from any registered hospital, if applicable (Nigerian Students)
- d. 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).
- e. 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 score of B1 or an equivalent score in another standardized test approved by the Ministry of Education (MOE).
- f. Proof of SAT 500 score or holding Diploma or Transfer of Credit with 'C' grade in mathematics subject

D. APPLICATION DEADLINES

| PROGRAM | APPLICATION DEADLINE (WEEKDAY BATCH) | | | APPLICATION DEADLINE (WEEKEND BATCH) | | |
|---------|---|------------------------------|------------------------------|---|------------------------------|------------------------------|
| | Fall | Spring | Summer | Fall | Spring | Summer |
| BBA | 19 th Sep 2019 | 16 th Jan 2020 | 21 st May 2020 | 19 th Sep 2019 | 16 th Jan 2020 | 28 th May 2020 |
| BSIT | 19 th Sep 2019 | 16 th Jan 2020 | 21 st May 2020 | 19 th Sep 2019 | 16 th Jan 2020 | 28 th May 2020 |

XIV. ADMISSION REQUIREMENTS

A. DIRECT ENTRY REQUIREMENT

All admissions in SUC are guided by Ministerial Decrees # 200/yr. 2004 and 133/yr. 2005; The Standards for Licensure & Accreditation 2019.

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

- i. High School Qualification
- ii. English Language Proficiency
- iii. Mathematics Proficiency

Details of the above three requirements are as follows

i. HIGH SCHOOL QUALIFICATION

- 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) and www.classbase.com. Student having any equivalent qualification from an institution in UAE must get the documents attested by the Ministry of Education. For qualifications obtained from abroad, attestation is required from the relevant authorities of that country and Ministry of Foreign Affairs, UAE.
- b. IGCSE/GCSE/GCE (O-Level): All documents require attestation from the competent authorities.

1. 13 YEARS OF SCHOOLING

- 1.1. Student class no. 10 – should pass 5 “O level “ (grade A to E)
- 1.2. Student class no. 11 – should pass “2 AS level “ or “1 A level” (grade A to D)
- 1.3. Student class no. 12 – should pass : 2 AS level” or “1 A level “ (grade A to D)
- 1.4. Student should submit the school transcript to confirm the year of studies

- 1.5. Islamic & Arabic compulsory but not counted
- 1.6. Arabic is compulsory for all students [Arabs and non-Arabs]
- 1.7. Islamic is compulsory for Muslims regardless of any nationality
- 1.8. Equivalency is compulsory for admission for individual student

2. 12 YEARS OF SCHOOLING

- 2.1. Student class no. 11 – should pass 5 “O level “ (grade A to E)
- 2.2. Student class no. 12 – should pass “2 AS level “ or “1 A level” (grade A to D)
- 2.3. Student should submit the school transcript to confirm the year of studies
- 2.4. Islamic & Arabic compulsory but not counted
- 2.5. Arabic is compulsory for all students [Arabs and non-Arabs]
- 2.6. Islamic is compulsory for Muslims regardless of any nationality
- 2.7. Equivalency is compulsory for admission for individual student

c. American Diploma after 12 years of schooling is permitted.

Along with the 12th certificate student should submit SAT & IELTS [academic] or TOEFL for entry requirement

1. SAT – 500 ; IELTS [academic] – 5 or TOEFL – 500 [no other certificates will be accepted]

Or

2. EMSAT – MATHS – 500 ; EMSAT – ENGLISH - 1100
3. Islamic Education is compulsory for Muslims & Arabic Language is compulsory to Arabs & Non-Arabs which will not be counted
4. Minimum 5 courses in each grade 10, 11 and 12 with passing mark of 60% (Refer ministerial degree 4443/2001)

Note: SUC ACCEPTS STUDENTS WITH AMERICAN DIPLOMA AS PER THE MOE GUIDELINES WITH ANYONE OF THE CATEGORY MENTIONED BELOW

1. **IB Diploma:** Requirements include 6 subjects; with minimum 24 points and must have minimum of 3 High Level subjects and 3 SL subjects. Arabic & Islamic not counted but required.

1. Islamic Education is compulsory for Muslims & Arabic Language is compulsory to Arabs & Non-Arabs which will not be counted
2. Minimum 5 courses in each grade 10, 11 and 12 with passing mark of 60%
(Refer ministerial degree 4443/2001)

2. **IB Certificate**

1. SUC to accept IB certificate requires a minimum grade of 22 points
2. IB certificates are considered as American Diploma and are equalized by Ministry of Education.
3. Should require SAT (500 Math & 500 TOEFL)
3. **IB Career:** IB Career is considered as Vocational (Technical School) Normally require higher number of points (26-28)

d. **Other SS Qualifications (inside UAE):**

Students from the Iranian, Indian, Pakistani, Philippine, French or German high school curriculum require 12 years of schooling and attestation from MOE/ KHDA/ ADEC.

e. **Secondary School Qualifications Obtained Outside UAE:**

1. Must meet the requirements for admission into university in the country of origin
2. With Min 11 years of schooling
3. Attestation: Education Authority (Home Country); Ministry of Foreign Affairs (Home Country) ; UAE Embassy, Ministry of Foreign Affairs, UAE; Evidence of completion of Secondary School Stage

- f. Students holding National Secondary School Certificates from UAE Board with score of less than 60% should submit Foundation Program completion certificate from an institution approved by MOE. It is not applied for High School Certificate holders of other systems of education.

On passing the Foundation Program, the student's Certificate will be recognized and attested by the MOE. This may be used for progression to Higher Education within the institution offering the Foundation Program, or for entry to other Higher Education institutions, provided the student meets the admission requirements set for specific programs at that institution.

ii. ENGLISH LANGUAGE PROFICIENCY

Prospective student is required to fulfill any one of the following English Proficiency requirements for admission to Undergraduate program as given below:

1. 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)
2. A minimum score of 5.0 on International English Language Testing System (IELTS - Academic)
3. A minimum score of 1100 in EmSAT Achieve English (Emirates Standardized Test)

Table 1: English Proficiency Score Range for Direct entry to Undergraduate Program

| S.No | IELTS [ACADEMIC] | TOEFL - ITP | TOEFL - IBT | TOEFL - CBT | EmSAT Achieve English | Enrollment Status |
|------|------------------|-------------|-------------|-------------|-----------------------|---------------------------------------|
| 1 | >=5 | >=500 | >=61 | >=173 | >=1100 | Direct entry to Undergraduate Program |

NOTE:

- *Qualifying English proficiency test is mandatory for all including native speakers*

- *Institutional TOEFL / IELTS score only from recognized testing centers or AMIDEAST is acceptable. The TOEFL (IBT) certificates will be accepted upon verification by the ETS and for IELTS verification will be done from IELTS website.*
- *Requirements are applied regardless of educational system or country where student is coming from.*
- *The English proficiency qualifying result should be submitted within 1 week of the commencement of the program*
- *Transfer student need to have English proficiency eligibility upon registration failing which they will have to undergo the preparatory courses as will follow above category*

iii. MATHEMATICS PROFICIENCY

Prospective student is required to fulfill any one of the following Mathematics Proficiency requirements for admission to Undergraduate program as given below:

1. A minimum score of 500 in EmSAT Mathematics Test
2. A minimum score of 500 in SAT
3. Holding diploma or transfer of credit from an institution accredited by MOE and having a grade “C” or above in a Mathematics course.

A. PROVISIONAL ADMISSION REQUIREMENT - UNDERGRADUATE

The VC reserves the right to admit a student on Provision under following circumstances where the student does not satisfactorily meet the admission criteria as per MOE:

- i. Provisional Admission to UAE High Board Students with a score below 60%
- ii. Provisional Admission to Students not meeting English Proficiency Requirements

The requirements for provisional admission under the above circumstances has been detailed below:

i. PROVISIONAL ADMISSION TO UAE HIGH BOARD STUDENTS WITH A SCORE OF BELOW 60%

Students holding National Secondary School Certificates from UAE Board with score of less than 60% should submit Foundation Program completion certificate from an institution approved by MOE. It is not applicable for High School Certificate holders of other systems of education.

The Foundation Program should cover the following courses:

1. English
2. Mathematics
3. Computer science
4. Arabic

ii. PROVISIONAL ADMISSION TO STUDENTS NOT MEETING ENGLISH PROFICIENCY REQUIREMENTS

Students who have fulfilled the High School requirement and have achieved an English Proficiency score as given in below table may be provisionally admitted to the Undergraduate program by signing an undertaking for submission of the required English Proficiency score within the first semester. The student is also required to register for the English preparatory course offered at SUC and must obtain a minimum English Proficiency score as per Undergraduate Admission requirements in order to continue his / her admission to the Undergraduate program.

| IELTS [ACAD EMIC] | TOEFL - ITP | TOEFL - IBT | TOEFL - CBT | EmSAT Achieve English | Enrollment status |
|-------------------|-------------|-------------|-------------|-----------------------|---|
| 4.5 | 450-499 | 39 - 60 | 117 - 170 | 825 - 1075 | Provisional enrollment in Undergraduate Program with a maximum of 4 courses to be taken in the first semester Registered into 45 hours of English preparatory course |

i. Procedure to apply for Provisional admission

1. Fill up the Application form for Admission in SUC.
2. Submit Admission entry requirement documents.
3. Pay the application, registration and first installment fee along with the submission of application form
4. Candidates without English Proficiency scores and / or Mathematics Proficiency score, will have to appear for the corresponding tests as per schedule.
5. Appeal to VC for consideration of provisional admission
6. Provisional admission may be granted / rejected at VC's discretion

B. TRANSFER ADMISSION REQUIREMENT- UNDERGRADUATE

SUC accepts students who wish to transfer 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.

Transfer of credit is granted under the following conditions:

- i. They must pass the English and Mathematics proficiency requirement.
- ii. The student must be in good academic standing and still eligible to return to the current or former institution.
- iii. Students who are not in good standing may get transfer only to a different major from the one from which the student is transferring
- iv. The course contents mentioned in the Course Delivery Package of the previous institution should match to a minimum of 75% of the SUC Syllabus of the corresponding course thereby ensuring similarity in the course learning outcomes.
- v. 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.
- vi. The credit hours completed must be equivalent or higher to the corresponding courses offered at SUC.
- vii. The students must have passed the course with a minimum of 'C' grade or equivalent.

- viii. 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.
- ix. No transfer can be awarded for Capstone and protected courses of SUC.
- x. 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.
- xi. A student is placed in the Senior Level status only after completing all the balance courses till the junior level.
- xii. In case student changes the major area of study the student will have to re-apply for TOC. Prohibit accepting credit twice for substantially the same course taken at two different institutions.
- xiii. The grades of transferred courses will not be included while calculating the student's Grade Point Average (GPA).
- xiv. The processing fees of TOC is non-refundable and is charged (as per applicable fee structure).
- xv. Transfer admission students will not be included in the toppers list.
- xvi. 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 (MOE) 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 MOE 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:
 - 1. English
 - 2. Math
 - 3. 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.
- xvii. Once the TOC is granted, it will be informed to student along with the graduation plan for review & consent with signature.

- xviii. 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.
- xix. 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.
- xx. This TOC process once approved is applicable only for the mentioned intake.
- xxi. TOC will not be granted to provisionally enrolled student for the courses which are in offer in the 1st semester.
- xxii. 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.
- xxiii. Fee waiver for the TOC courses granted will be applicable only on completion of the program, otherwise, the full amount must be paid.

Note:

- For transfer from one school to other school within SUC, the TOC policy shall remain same. However, the fee structure of the new school to which the student is transferred shall be applicable.
- In case the student was granted any scholarship / fee waiver, the percentage of scholarship / fee waiver shall remain same. However, the amount of discount shall be calculated based on the new fee structure applicable for the specific school.

B. ADMISSION TO PHYSICALLY CHALLENGED

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 Vice Chancellor for necessary actions. The interview shall be focused on:

1. To understand the nature of shortcomings
2. To understand the learning abilities, assessment modes, additional time required for completion
3. To understand the learning abilities through computer
4. To understand their skill levels in assessing

C. ADMISSION REQUIREMENTS FOR AN ADDITIONAL DEGREE

Students in good academic standing in the current Undergraduate program of study with a Cumulative Grade Point Average (CGPA) of 2.0 or above, are eligible to earn a second Additional degree. In order to earn additional degree, and meets the admission requirement for the second degree and upon completion of the requirements of the additional degree total of 150 (120 + 30) credit hours.

For example:

A student who has graduated in Bachelor of Business Administration (BBA) program with Tourism & Hospitality Management after fulfilling the graduation requirements of this major and by completing 120 credit hours with a CGPA of 2.0, may register for an additional degree in another major such as Marketing & Retail Management. The student needs to successfully complete additional 30 credit hours in the second major(s) that is/are offered at the time of petition for such an award for achieving the additional degree at the SUC.

| The total of 150 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 |
| Program / Major requirements (for the second additional degree) | 30 credit hours |
| Total requirements | 150 credit hours |

D. JOINT DEGREE REQUIREMENTS

In SUC joint degree program students study at two or more institutions, and upon completion of the program receive a single degree certificate issued by all the participating institutions. A joint degree program is a program that is designed and delivered in conjunction with one or more partner institutions. The partner(s) may or may not be based in the UAE. Typically, a joint degree program will be established to access the partner institution's specialized knowledge and experience.

The partner institutions for joint degree programs abide by the following requirements

- a. It should be recognized and/or accredited as a HEI in the higher education system in which they operate;
- b. For partner institutions based outside the UAE, the primary responsibility for the programs' compliance lies with SUC;
- c. Both SUC and the partner institution are legally permitted to offer joint degree;
- d. The joint program is offered in accordance with the legal frameworks of the relevant (sub) national higher education systems involved in the partnership;
- e. Faculty of partner institutions teaching in joint degree programs must have appropriate experience and qualifications;
- f. Not more than fifty percent (50%) of the program curriculum shall be delivered by the partner institution;
- g. If the courses offered by the partner institution are delivered through e-learning or distance teaching, an appropriate portion of each course is delivered face-to-face by a qualified faculty member;
- h. Students visiting a partner institution, as part of the joint degree program, must offered same learning experience and safeguards;
- i. Visiting faculty from main campuses and partner institutions are available for an adequate period of time on campus to enable interaction with students outside of the classroom;
- j. The joint degree is awarded in accordance with the legal frameworks governing the awarding institutions, and is recognized as a joint degree in the higher education systems of the awarding institutions.

XV. PREPARATORY COURSES

A. PREPARATORY COURSE FOR IELTS EXAM PREPARATION

i. COURSE TO PREPARE FOR IELTS EXAM

The IELTS Preparatory Course is designed for students whose proficiency levels are inadequate to be accepted for admission into the Undergraduate Program of SUC. The placement of the student in IELTS preparatory course is determined on the basis of grades obtained in placement exams.

ii. PROSPECTIVE UNDERGRADUATE STUDENTS:

Students, will get into 45-hour IELTS Preparatory Course as per scores obtained in one of the English Proficiency tests approved by MOE. They may attend this program during May intake, September intake or January intake. The students are required to score 5.0 in this test to be eligible to get into Undergraduate program.

a. ADMISSION FOLLOWED BY ORIENTATION:

IELTS Preparatory course student takers are given a thorough orientation about the course books, internal tests, test format, practice test, mock exam and the final exam pattern.

b. MOCK TEST

During the mock test the students are given ample scope to experience the real test environment and the scores are given to them along with feedback sessions

c. FINAL TEST

The students appear for the final exam at SUC on the stipulated date.

d. RESULT ANALYSIS

The results are analyzed and recorded systematically by the exam department this analysis gives a clear idea about their scores in each section.

e. COUNSELING

After a thorough analysis of the results, the students are well counseled with the next course of actions. Upon achieving the qualifying score for admission to Degree programs, students are encouraged to take admissions in the Main Program. Non-qualifying students are counseled to take one of the following courses of action:

1. To reappear for the IELTS exam
2. To repeat the IELTS Preparatory Program

B. ACADEMIC & GENERAL TRAINING ON IELTS

The Academic IELTS preparatory course (as per the need of the students or the general public) is designed for students whose proficiency levels are inadequate to be accepted for admission into the Undergraduate or Graduate Programs of SUC. The qualifying score for admission is 6.0 out of 9.0 bands for Graduate Program and 5.0 out of 9 for Undergraduate.

General Training IELTS preparatory course is designed for those who are going to English speaking countries for secondary education, work experience or training programs. It is also a requirement for migration to Australia, Canada, New Zealand and the UK. The test focuses on basic survival skills in broad social and workplace contexts.

i. PREPARATORY TEST

During the Preparatory test the students are given ample scope to experience the real test environment and the scores are given to them on request in a day or two.

ii. ADMISSION FOLLOWED BY ORIENTATION:

Student undergoing this course are given a thorough orientation about the course books, internal tests, test format, practice test, mock exam and the final exam pattern.

iii. MOCK TEST

During the mock test the students are given ample scope to experience the real test environment and the scores are given to them along with feedback sessions.

iv. **FINAL TEST**

The students appear for the final exam at SUC on the stipulated date.

v. **RESULT ANALYSIS**

The results are analyzed and recorded systematically by the exam department this analysis gives a clear idea about their scores in each section.

vi. **COUNSELING**

After a thorough analysis of the results, the students are well counseled with the next course of action. Upon achieving the qualifying score for admission to Degree programs, students are encouraged to take admissions in the Main Program. Non-qualifying students are counseled to take one of the following courses of action:

1. To reappear for the IELTS exam
2. To repeat the IELTS Preparatory Program

XVI. REGISTRATION

A. REGISTRATION PROCESS

The admission file for each student including application documents is send to Administration & Examination Department to audit the file for the fulfillment of documents required for confirming the registration of candidate into SUC's program. The Administration & Examination Department audits the student file to verify if the application documents are complete and they indicate that all the requirements for admission are met as per policy. Upon verification, the Administration department approves the student file and submits to DYASS & Registrar for confirmation of registration. In case of documents being incomplete or not submitted the file is returned to Marketing department for following up with the candidate to fulfill the requirement as per policy.

B. 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:

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

C. POST REGISTRATION

i. ISSUANCE OF STUDENT KIT

a. New Students:

The kit gives the student a clear idea about his/her admission status, academic program, class shift, guidance on portal usage, Portal username and password, car sticker details, ID card, tab description and fee payment plan.

The following materials will be issued to students based on the entrance examination result:

i. Admission Letters & Invoice [Confirmed Admission]

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. Admission Letters & Invoice [Provisional Admission]

Once the student's admission is provisional, he/she is issued a 'Provisional Letter of Admission' & 'Invoice'. Student will be issued a confirmation letter once he/she fulfilled all the requirement as per the deadline. 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.

iii. 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.

- iv. **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.
- v. **Graduation Plan**
Every student is issued with the graduation plan, which will help them to plan their studies accordingly.
- vi. **RFID**
Students who use their own transportation are issued the RFID car stickers along with the kit.
- vii. **Handbook**
It is a ready reckoner that guides the student to understand the academic and academic support service policies and procedures, semester wise course plan, examination calendar, Institutional calendar and whom to approach for services.

b. Continuing Students:

The kit gives the student a clear idea about his/her Progression status, academic program and fee payment plan.

The following materials will be issued to students based on the progression status:

i. Admission Letters & Invoice

Once the student's progression 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. Graduation Plan

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

XVII. INSTITUTIONAL POLICIES

A. STUDENT INFORMATION RELEASE POLICY

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

1. Founder Chairman & Vice Chairman.
2. Vice Chancellor, EC and Dean of respective schools
3. CAA & MOE Officials
4. Another University / College where student might be interested in joining, on student's request.
5. Person(s) or organization(s) providing financial support
6. Accreditation Agencies
7. Judicial Orders
8. Academic Advisors/Mentors

Information regarding name, age, address, telephone number, date & place of birth, major field of study, degrees awarded, and participation in extra-curricular activities etc. may be provided at the discretion of the SUC. A student may withhold the release of the above information through a written request to the administration.

B. ACADEMIC TERMS AND POLICIES

i. CREDIT HOURS

Credit hours refer to one lecture hour of contact time with the students, a minimum of 3 lecture hours lasting for fifteen [15] weeks amounts to 45 lecture hours. The lecture hour includes all in class activities, exercises and assessment time. Each academic year consists of two semesters and each semester consists of 15 to 16 weeks.

a. 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. MAXIMUM PERIOD OF STUDY AND MAXIMUM CREDITS

Students enrolled for an Undergraduate Program shall complete within a maximum of 6 years for weekdays and 7.5 years for weekend by earning 120 credits. Student can earn 120 credits in four years in normal case or by attempting maximum of 180 credits.

iii. GRADE POINT AVERAGE [GPA]

Grade Point Average is determined by dividing total grade points earned by total credits attempted. GPA is calculated for each semester (SGPA) and Cumulative Grade Point Average (CGPA) is calculated for all credits attempted at SUC (Transfer of Credits from other Universities is not included in CGPA calculations).

GPA/CGPA Calculation

| Grade Points | | Credits | | 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 |

$$\text{GPA} = \frac{\text{Grade Points Earned X Course Credits}}{\text{Total Credits Attempted}}$$

$$\text{GPA (1 course)} = \frac{2 \times 3}{3} = 2 \text{ 'C'}$$

$$\text{CGPA} = \frac{\text{Semester Grade Points Earned X Course Credits}}{\text{Total Credits Attempted}}$$

$$\text{CGPA} = \frac{4 \times 3 + 3.5 \times 3 + 2.5 \times 3 + 1 \times 3}{15} = \frac{33}{15} = 2.2$$

iv. STUDENT EVALUATION AND GRADING

Student Evaluation and Grading Policy – BBA & BSIT-EC

| 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 | | |

v. ACADEMIC STANDING

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

a. QUALITATIVE REQUIREMENTS

Qualitative requirement is completion of minimum credits with CGPA as per the below table:

| 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 |

b. **QUANTITATIVE REQUIREMENTS**

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.

c. **PROGRESSION & RETENTION**

Progression is an indication of semester wise academic progress of the student based on successful completion of qualitative and quantitative requirement (as mentioned in above sections) in each semester, failing which the student is retained in the semester and is not allowed to progress to the next semester as per academic standing policy.

d. **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.

e. **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 for which the student has to approach the Student Services department for counseling.

f. **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 and dismissal will be reflected in his transcript. In this case No refund of fees is allowed.

vi. **ACADEMIC INTEGRITY POLICY**

The academic integrity policy Skyline university does not permit student indulge in any form of breach of academic integrity at any level of the undergraduate and graduate program for all academic activities including assessments, assignment, tests, case study, project work midterm and final examination. Please refer student handbook for details.

vii. **REPEATING COURSES**

- a. 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.
- b. A student is allowed to repeat the course only twice.
- c. Students who repeat the course will not be included in the toppers list.

viii. RE-SIT/MITIGATION FINAL EXAMINATIONS

- a. Re-Sit Final examinations will be based on comprehensive syllabus.
- b. 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.
- c. 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.
- d. These examinations will be conducted as per the pre-released schedule.

ix. GRADUATION REQUIREMENTS

A Student will be awarded the Bachelor's Degree upon fulfilling the following requirements:

- a. Students are required to fill the graduation application along with fee as applicable.
- b. The successful completion of 120 credit hours
- c. The number of credit hours as specified in the field of major
- d. Achievement of CGPA not less than 2.00 in the following:
 1. Overall 120 credits earned
 2. Major Courses
 3. Capstone course [CGPA of 2 on a scale of 4]
- e. Recommended for graduation by Graduation Board

x. PROVISIONAL CERTIFICATE

Provisional certificate is issued to the students who have successfully completed the graduation requirement. It serves an interim document before the award of the degree on the graduation ceremony. The provisional certificate is valid for 1 year from the date of issue.

xi. GRADUATION BOARD

The Graduation Board consists of Vice Chancellor, DSA, Dean of respective schools, DYASS & 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. The Graduation Board also confirms the final Toppers list and Graduate Honors List.

xii. GRADUATION HONORS

Upon meeting the Undergraduate 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 |

xiii. INDEPENDENT STUDY

SUC offers Independent study for courses which are not offered or scheduled so as to facilitate students to complete the graduation requirement as per the course plan. SUC shall offer an independent study under following conditions:

- a. The batch does not meet the minimum class size policy or the student is unable to attend the regular class due to medical reasons or emergency duties of the government or in attendance of the parental obligations
- b. SUC is unable to offer the course as a regular class
- c. A student/(s) who is/are graduating within the academic year
- d. Student is in good standing with the required CGPA to graduate
- e. A maximum of 3 credits can be offered
- f. Faculty member shall be allocated to the independent study students
- g. Minimum of 15 contact hours for a three credit course needs to fulfilled as per schedule
- h. The conduct of the course should maintain the same level of academic rigor, assessments and evaluation that fulfills the CLO requirement of the courses offered as a regular course.

C. DISCIPLINARY POLICY

Any violation of the code of conduct as specified in the student handbook is liable for punishment based on the report of Disciplinary Action Committee. Some of the specific violations could be:

1. Any misbehavior or misconduct, which may distort the image of the SUC.
2. Misconduct in classroom, computer lab, or library.
3. Any insult to faculty or staff members.
4. Any damage to SUC property.
5. Any misconduct during exams.
6. Moving around as couples.
7. Dress code
8. Fighting.
9. Theft.

D. FINANCIAL POLICIES

i. FEE STRUCTURES

- a. *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.*
- b. *Tuition fees is calculated till the date of official cancellation by the student or their guardian.*
- c. *All payments against Tuition fees, Miscellaneous Fees & Additional Fees are subject to 5% Value Added Tax (VAT) in line with Federal Decree-Law No.8 of 2017. It is to be noted that any other charges or taxes levied by the government in future will be required to be additionally paid by the students in line with the law issued by competent government authorities*

ii. UNDER GRAUDATE FEE STRUCTURE FOR NON-VISA APPLICANT (IN AED)

| YEAR LEVEL | DESCRIPTION | INST | VAT (5)% | TOTAL | NO MONTH | FROM | TO | TOTAL | NET TOTAL LEVEL WISE |
|---|----------------------------------|---------|----------|------------|----------|----------|----------|------------|----------------------|
| FIRST | APPLICATION FEE | 1000.00 | 50.00 | 1050.00 | 1 | JUN 2019 | | 1,050.00 | 43,995.00 |
| | FIRST INSTALLMENT FEE | 6500.00 | 325.00 | 6825.00 | 1 | JUN 2019 | | 6,825.00 | |
| | FRESHMAN - MONTHLY INSTALLMENTS | 4300.00 | 215.00 | 4515.00 | 8 | JUL 2019 | FEB 2020 | 36,120.00 | |
| SECOND | SOPHOMORE - 1ST INSTALLMENT | 7500.00 | 375.00 | 7875.00 | 1 | SEP 2020 | | 7,875.00 | 43,995.00 |
| | SOPHOMORE - MONTHLY INSTALLMENTS | 4300.00 | 215.00 | 4515.00 | 8 | OCT 2020 | MAY 2021 | 36,120.00 | |
| THIRD | JUNIOR - 1ST INSTALLMENT | 7500.00 | 375.00 | 7875.00 | 1 | SEP 2021 | | 7,875.00 | 43,995.00 |
| | JUNIOR - MONTHLY INSTALLMENTS | 4300.00 | 215.00 | 4515.00 | 8 | OCT 2021 | MAY 2022 | 36,120.00 | |
| FOURTH | SENIOR - 1ST INSTALLMENT | 7500.00 | 375.00 | 7875.00 | 1 | SEP 2022 | | 7,875.00 | 46,515.00 |
| | SENIOR - LAST INSTALLMENT | 4300.00 | 215.00 | 4515.00 | 7 | OCT 2022 | APR 2023 | 31,605.00 | |
| | SENIOR - MONTHLY INSTALLMENTS | 6700.00 | 335.00 | 7035.00 | 1 | MAY 2023 | | 7,035.00 | |
| NET TOTAL BBA FEES FOR 4 YEARS WITH VAT | | | | | | | | 178,500.00 | 178,500.00 |
| NET TOTAL FEES | | | | TOTAL FEES | | VAT 5% | | NET TOTAL | |
| | | | | 170,000.00 | | 8,500.00 | | 178,500.00 | |

iii. UNDERGRADUATE FEE STRUCTURE FOR VISA APPLICANT/VISA-EMBASSY LETTER CASE (IN AED)

| DESCRIPTION | INST | VAT (5)% | TOTAL | NO. OF MONTH | PERIOD | TOTAL | NET TOTAL LEVEL WISE | |
|--|-------|----------|-------|--------------|-------------------|---------------------------|----------------------|-------------------|
| APPLICATION FEES | 1000 | 50 | 1050 | 1 | Jun-19 | 1,050.00 | 50,400.00 | |
| FIRST INSTALLMENT | 6500 | 325 | 6825 | 1 | Jun-19 | 6,825.00 | | |
| FRESHMAN - 1ST CHEQUE | 13500 | 675 | 14175 | 1 | Jun-19 | 14,175.00 | | |
| FRESHMAN - 2ND CHEQUE | 13500 | 675 | 14175 | 1 | Sep-19 | 14,175.00 | | |
| FRESHMAN - 3RD CHEQUE | 13500 | 675 | 14175 | 1 | Dec-19 | 14,175.00 | | |
| SOPHOMORE - 1ST CHEQUE | 13500 | 675 | 14175 | 1 | Sep-19 | 14,175.00 | 42,525.00 | |
| SOPHOMORE - 2ND CHEQUE | 13500 | 675 | 14175 | 1 | Dec-19 | 14,175.00 | | |
| SOPHOMORE - 3RD CHEQUE | 13500 | 675 | 14175 | 1 | Mar-19 | 14,175.00 | | |
| JUNIOR - 1ST CHEQUE | 13500 | 675 | 14175 | 1 | Sep-19 | 14,175.00 | 42,525.00 | |
| JUNIOR - 2ND CHEQUE | 13500 | 675 | 14175 | 1 | Dec-19 | 14,175.00 | | |
| JUNIOR - 3RD CHEQUE | 13500 | 675 | 14175 | 1 | Mar-19 | 14,175.00 | | |
| SENIOR - 1ST CHEQUE | 13500 | 675 | 14175 | 1 | Sep-19 | 14,175.00 | 43,050.00 | |
| SENIOR - 2ND CHEQUE | 13500 | 675 | 14175 | 1 | Dec-19 | 14,175.00 | | |
| SENIOR - 3RD CHEQUE | 14000 | 700 | 14700 | 1 | Mar-19 | 14,700.00 | | |
| NET TOTAL BBA FEES FOR 4 YEARS WITH VAT | | | | | | | 178,500.00 | |
| NET TOTAL FEES | | | | | TOTAL FEES | | VAT | NET TOTAL |
| | | | | | 170,000.00 | | 8,500.00 | 178,500.00 |
| VISA APPLICANT/VISA LETTER/ EMBASSY LETTER | | | | | Gross | VAT 5 % - (IN AED) | | Net Amount |
| Application Fee (Non-refundable) | | | | | 1,000 | 50 | | 1,050 |
| First Installment Fee (First Installment fee is non-refundable after commencement of the program even if the student has not attended the class or yet to appear for an English Proficiency test as per MOE requirements or awaiting result.) | | | | | 6,500 | 325 | | 6,825 |

| | | | |
|--|---------------|--------------|---------------|
| Visa Fee (Applicable for a 3 year visa) – Fully Non-refundable once visa is filed) | 6,500 | 325 | 6,825 |
| Passport Guarantee (Refundable at the time of visa cancellation) | 2,500 | - | 2,500 |
| UAE National ID | 525 | 26 | 551 |
| 1st Cheque Payment (Non-refundable) | 13,500 | 675 | 14,175 |
| IELTS Exam Fees | 1,048 | 52 | 1,100 |
| IELTS Book | 1,000 | 50 | 1,050 |
| Hostel Fees 1st Installment | 10,500 | 525 | 11,025 |
| Hostel Deposit (Refundable) | 1,000 | - | 1,000 |
| Medical Insurance (4 Years) | 4,500 | 225 | 4,725 |
| Toast Master | 500 | 25 | 525 |
| TOTAL FIRST PAYMENT | 49,073 | 2,278 | 51,351 |

iv. UNDER GRADUATE FEE STRUCTURE FOR VISA INTERNATIONAL (IN USD)

| YEAR LEVEL | DESCRIPTION | INST | VAT (5)% | TOTAL | NO OF MONTH | PERIOD | NET TOTAL LEVEL WISE |
|---|-----------------------------|------|----------|---------|-------------|----------|----------------------|
| FIRST | FRESHMAN - 1ST INSTALLMENT | 3882 | 194.1 | 4076.1 | 1 | Jun-19 | 12,227.25 |
| | FRESHMAN - 2ND INSTALLMENT | 3882 | 194.1 | 4076.1 | 1 | Sep-19 | |
| | FRESHMAN - 3RD INSTALLMENT | 3881 | 194.05 | 4075.05 | 1 | Dec-19 | |
| SECOND | SOPHOMORE - 1ST INSTALLMENT | 5822 | 291.1 | 6113.1 | 1 | Sep-20 | 12,226.20 |
| | SOPHOMORE - 1ND INSTALLMENT | 5822 | 291.1 | 6113.1 | 1 | Jan-21 | |
| THIRD | JUNIOR - 1ST INSTALLMENT | 5822 | 291.1 | 6113.1 | 1 | Sep-21 | 12,226.20 |
| | JUNIOR 2ND INSTALLMENT | 5822 | 291.1 | 6113.1 | 1 | Jan-22 | |
| FOURTH | SENIOR - 1ST INSTALLMENT | 5823 | 291.15 | 6114.15 | 1 | Sep-22 | 12,229.35 |
| | SENIOR - 2ND INSTALLMENT | 5824 | 291.2 | 6115.2 | 1 | Jan-23 | |
| NET TOTAL BBA FEES FOR 4 YEARS WITH VAT | | | | | | | 48,909.00 |
| [Excluding Visa Fees] | | | | | | | |
| NET TOTAL FEES | | | | | TOTAL FEES | VAT | NET TOTAL |
| | | | | | 46,580.00 | 2,329.00 | 48,909.00 |

| FEEs | GROSS | VAT 5 % | NET AMOUNT |
|--|------------------|---------------|------------------|
| First Installment Fee (First Installment fee is non-refundable after commencement of the program even if the student has not attended the class or yet to appear for an English Proficiency test as per MOE requirements or awaiting result.) | 3,882.00 | 194.1 | 4,076.10 |
| Visa Fee (Applicable for a 3 year visa) – Fully Non-refundable once visa is filed) | 1,781.00 | 89.05 | 1,870.05 |
| Passport Guarantee (Refundable at the time of visa cancellation) | 685 | 0 | 685 |
| UAE National ID | 144 | 7.2 | 151.2 |
| IELTS Exam Fees | 287 | 14 | 301 |
| IELTS Book | 274 | 14 | 288 |
| Hostel Fees 1st Installment | 2,877.00 | 143.85 | 3,020.85 |
| Hostel Deposit (Refundable) | 274 | 0 | 274 |
| Medical Insurance (4 Years) | 1,233.00 | 61.65 | 1,294.65 |
| Toast Master | 137 | 6.85 | 143.85 |
| TOTAL FIRST PAYMENT | 11,574.10 | 530.65 | 12,104.74 |

All payments against Tuition fees, Miscellaneous Fees & Additional Fees are subject to 5% Value Added Tax (VAT) in line with Federal Decree-Law No.8 of 2017. It is to be noted that any other charges or taxes levied by the government in future will be required to be additionally paid by the students in line with the law issued by competent government authorities

**v. UNDER GRADUATE PROGRAM - GENERAL TERMS & CONDITIONS
NORMAL / VISA - VISA LETTER / INTERNATIONAL**

1. Application Fees is non-refundable.
2. First Installment fee is non-refundable after commencement of the program even if the student has not attended the class or yet to appear for an English Proficiency test as per MOE requirements or awaiting result.
3. Student registering after commencement of the program will not be eligible for any refund.

4. Military clearance is mandatory for UAE Nationals below 30 years of age (applicable for male students only).
5. Student joining the Under Graduate Program is required to meet the English Proficiency and Mathematics Proficiency requirement.
6. Transfer of Credits: Students applying for Transfer of credits needs to complete the application form and submit all the documents as per admission policy and pay the required fees as per published Fees Structure. Once the Transfer of Credits (TOC) are approved, student will be eligible for a fee waiver of 50% (as per the credit published Tuition Fees) for the TOC approved courses.
7. All undertakings and documents mentioned in the application checklist for local and international students should be completed as per the deadlines, inability to complete before the deadline will result in cancellation of admission with no refund of fees, and release of records.
8. Students are required to deposit postdated cheque(s) or avail direct debit facility at the time of application and before the commencement of each semester. Post Dated Cheque(s) can be exchanged in lieu to Cash Payments, 5 days prior to the date of the cheque(s). If the student avails direct debit facility the payment date cannot be altered.
9. If student wishes to postpone to the next semester of the current academic year, postponement charges as per the published fee structure will be applicable. If a student postpones from one semester to another falling in subsequent academic year, the postponement fees and tuition fees as per the new academic year will be applicable. In case student does not join in the upcoming semester, it will result in cancellation of admission, with no refund of fees.
10. In case student abstain from scheduled classes beyond one month, and doesn't officially fills up the postponement process, they will be considered cancelled, thereafter if the student wishes to rejoin, the student will be considered as a new admission and the published fees structure of the academic year will be applicable.
11. Tuition Fees is non-transferable & 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. Any changes in the Tuition Fee will be communicated to students through official

communication and will be published on the website, catalog, notice board and student handbook also at the beginning of the academic year.

12. If student defaults on any of the payments and it is overdue by 1 (ONE) month, student's admission will be deactivated, and the portal access will be blocked. If the student defaults beyond 2 (TWO) month, the student's admission will be cancelled. If student wish to join back the reactivation policy will be applicable.
13. All the Miscellaneous Fees as per the published Fees Structure is applicable and is subject to change annually.
 - a. a. Photocopying, Stationary items and other miscellaneous fees are not included in the tuition fee.
 - b. b. Transportation fee of minimum period of one month will be applicable to the students availing the facility including hostel students staying outside the SUC Campus.
 - c. c. Graduation fee of AED 3, 250/- + VAT will be additional and will be applicable in the final year.
14. All payments against Tuition fees, Miscellaneous Fees & Additional Fees are subject to 5% Value Added Tax (VAT) in line with Federal Decree-Law No.8 of 2017. It is to be noted that any other charges or taxes levied by the government in future will be required to be additionally paid by the students in line with the law issued by competent government authorities.
15. Scholarship & Fee Waiver: Student is eligible only for one type of fee waiver/scholarship throughout the period of their studies.
16. In case of Transfer of Credits (TOC) a maximum of 15% scholarship can be availed.
17. All undertakings and documents mentioned in the application checklist for local and international students should be completed within the first semester, non-compliance will forfeit the scholarship applied.
18. Scholarship recommendation letter must be submitted within 30 days of class commencement; non-compliance will forfeit the scholarship applied. Once the scholarship is approved the student will have to replace the cheque(s) as per the invoice issued.
19. In the event student would like avail visa letter, policies pertaining to visa letter will be applicable. Visa letter will be issued only for a period of one year upon submission of documents and including current and postdated cheque(s) as per the published fees structure.
20. Medical Insurance is mandatory for students opting for University visa.

21. Student availing hostel facilities will have to stay for a minimum period of one academic year.
22. Visa charges and issuance are as per the government rules & regulations and is subject to changes.
23. If student cancels his admission before completion of the program, the fees will be calculated as per the original fee structure before the fee waiver/scholarship. Any fee waiver/scholarship granted will be revoked and refund if applicable will be processed as per the refund policy.
24. If student is unable to maintain the required CGPA, scholarship will be scaled down as per the Scholarship Matrix for the remaining period of their studies and will not be reverted back to initially applied scholarship.

vi. FEE PAYMENT POLICY

Student is required to pay the fees before 10th of each month failing to do so the student will be charged AED 10 per day. Later than one week, access to portal will be blocked. Refer Student Handbook for penalties imposed in case of further delays.

a. Modes of payment

1. Cash, cheque, online and debit / credit card authorization with updated details. No exchange of cheques are allowed. If cash against cheques is to be paid, it should be made 5 days prior to the date of the cheque.
2. Post Dated Cheque (PDC) for next Academic Year (AY) should be submitted before commencement of final examination of the Spring Semester each AY for re-registration for next AY.
3. All cheques should be made payable to SKYLINE UNIVERSITY COLLEGE LLC and the date mentioned on the cheques
4. Cheques issued in other's names must have authorization letter from the owner of the cheque along with Emirates ID.
5. Penalty for bounced cheque shall be paid by students

b. Fee changes

1. Fee waivers and scholarship amounts will be adjusted in the last final two years of academic program
2. Students enrolling for repeating courses only must pay fees for the repeating course vide cash / cheque within the semester for which the student is enrolled

vii. FEE COLLECTION

Student invoices will be issued with the admission kit and it is the student's responsibility to go through the same and pay the fees as per the invoices issued and as per the University policy.

The student is required to pay the yearly fees in full by cash or submit postdated cheques, credit card authorization for number of installments of fees at the start of each academic year.

No exchange of cheques is allowed, however, cash payment against the cheques can be done 5 days prior to the date of the cheques.

Fee waiver/Scholarship will be adjusted in the final two years. If student cancels his admission before completion of the program, the fees will be calculated as per the original fee structure and the fee waiver/scholarship granted will be revoked and refund if applicable will be processed as per the refund policy.

In the event that student would like to avail visa letter from SUC, policies pertaining to Visa letter will be applicable. Visa letter will be issued only for a period of one year upon submission of documents and including current and postdated cheques as per the fee structure.

In case of postponement the charge on the credit card will be deferred to the next semester. In case of cancellation of my admission the University has the right to charge the fees accrued till the date of cancellation and subsequently the bank will be informed to cease further debits.

Students who fail to make payment of tuition fees within the first ten days will be charged AED 10/- per day from the 11th of the due month till the payment is received. Student whose fees are outstanding for one month will have their portal services blocked and will be activated only on clearing their dues. Student having two months outstanding will be deactivated and if the fees are not cleared before the final examination, student will be withdrawn from the semester. Students having tuition fee due will have their academic record withheld and would not be allowed to proceed the semester as well as not to register for the next semester.

As a last resort, a notice of termination for non-payment of fees will be sent to the student. The notice will specify the amount of the debt and the date at which the termination becomes effective. The student may have the choice of re-admittance provided the entire dues to the SUC is paid; SUC has the right to impose a re-registration fees which will be payable in a manner specified by SUC

at that time. A re-registration fees of AED 5,000/- will be applicable in order to reactivate the student.

viii. MISCELLANEOUS FEE

a. Graduation fee

Graduation fee of AED 3,250/- + VAT will be payable additionally to the total fee and will be applicable in the final year.

For international students, Graduation fee of USD 890/- will be payable additionally to the total fee and will be applicable in the final year.

b. Hostel Fee payment policy

1. The payment schedules for new and existing students will be announced by the Finance Department every year. Hostel fee for the academic year 2018-2019 will be **AED 21,000/-**. The hostel fee shall not include mess charges.

2. Hostel fee should be remitted to the Finance Department in two installments. (**AED 10,500/- x 2 = 21,000/-**) It is mandatory that a student who avails the hostel facility should continue to stay in the hostel for minimum one year and till the end of the academic year.

3. A caution deposit of AED-1000/- has to be remitted in the finance department at the time of admission. This amount will be refunded to the students from the finance department at the time of checkout with the approval of the warden.

c. Transportation Fee payment policy

Transportation fees should be remitted to the Accounts Department on or before the 10th of each month, where he / she will be issued with a bus pass when they pay for their transport fees.

ix. FEE CHANGE POLICY

The Marketing Department along with the Finance Department after careful study of the market conditions, fees charged by competitors and general feedback from the students enrolled in the last Academic Year, recommends changes in the fee structure. The same is forwarded to the Vice Chancellor for review and seek approval from BOG.

Once approved by the BOG, the new fee structure will be implemented and corresponding changes will be published in the website, catalog and all other internal and external published documents before the start of the academic year. The new fee will be applicable to the students admitting into the program.

Tuition fee for the continuing student shall remain same as per the fee structure issued at the time of admission. The miscellaneous fees are subject to change annually and is updated in the system and all publication of SUC before starting of the new academic year.

x. **REFUND POLICY UNDER GRADUATE**

i. **Non-Visa (Degree Main Program)**

- a. **Application Fee** - AED 1,000/- + VAT 5% - Non-refundable / Non transferable
- b. **First Installment Fee** - AED 6,500/- + VAT 5% - Refundable before the commencement of the program the student has enrolled. No refund is applicable after the commencement of the program even if the student has not attended the class or is yet to give English / Math's placement exam or result is still awaited. Student registering after the commencement date of the intake, in such cases there will be no refund applicable under any circumstances.
- c. **Tuition Fee:** The tuition fee will be calculated till the date of official cancellation by the student or their guardian. If a student fails the English Preparatory exam after commencement of the class and wishes to discontinue, no refund will be applicable.
- d. **Preparatory Course**
 1. **PASS:** If a student successfully passes the Preparatory course and wishes to join the degree program the first installment fee will be transferred.
 2. **PASS:** If a student successfully passes the Preparatory course and does not wish to continue with the degree program, the first installment fee of AED 6,500/- will not be refunded
 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 as per the published fee structure as postponement fee and new fee structure will apply.

4. 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.
 5. FAIL: If a student fails the English Preparatory exam and wishes to repeat the course, the first installment fee of AED 6,500/- will be transferred to the degree program. However, new fee structure will apply for the main program.
 6. FAIL: If a student fails the English Preparatory exam and wishes to discontinue before the commencement of the class, the First Installment fee of AED 6,500/- can be refunded. Once the class has started no refund applicable.
 7. Tuition Fee: The tuition fee will be calculated till the date of official cancellation by the student or their guardian.
- e. **Scholarship/Fee Waiver/Recommendation:** 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.
- f. **Postponement:** 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 the postponement fee as per the published Miscellaneous Fee Structure of AY 2019-20 and new fee structure will apply. [Not applicable for visa, visa-embassy letter & international students]. If the student transfers his registration to the next intake and decides to cancel his registration in such cases no refund will be applicable on the first installment fees.
- g. **Hostel:** Once hostel is booked and the student wishes to cancel, the student is liable to pay for the complete one year.

- h. **Transportation:** Transportation fee as per the published Miscellaneous Fee Structure of AY 2019-20 is to be paid for a minimum period of one month and there is no refund if the student wishes to cancel it in middle of the month.

ii. **Visa Students - Local**

- a. **Application Fee:** AED 1,000/- + VAT 5% - Non-refundable / Non transferable
- b. **First Installment Fee:** AED 6,500/- + VAT 5% - Refundable before the commencement of the program the student has enrolled. No refund is applicable after the commencement of the program even if the student has not attended the class or is yet to give English Preparatory exam or result is still awaited. Student registering after the commencement date of the intake, in such cases there will be no refund applicable under any circumstances.
- c. **Tuition fees:** 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. 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. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.
- d. **Visa:** If a visa is rejected by the Immigration and Naturalization authorities, SUC will retain the application fee (AED 1,000/-) + AED 500/- as service charges from the visa fees and refund the remaining fees. 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 and the rest of the fees (Passport Guarantee & 1st Cheque Payment) will be refunded. 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. 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.

iii. Visa-Embassy Letter Case

- a. **Application Fee:** AED 1,000/- + VAT 5% - Non-refundable / Non transferable
- b. **First Installment Fee:** AED 6,500/- + VAT 5% - Refundable before the commencement of the program the student has enrolled. No refund is applicable after the commencement of the program even if the student has not attended the class or is yet to give English Preparatory exam or result is still awaited. Student registering after the commencement date of the intake, in such cases there will be no refund applicable under any circumstances.
- c. **Tuition Fees:** 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. 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. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.
- d. **Preparatory course**
 1. **PASS:** If a student successfully passes the Preparatory course and wishes to join the degree program the first installment fee will be transferred.
 2. **PASS:** If a student successfully passes the Preparatory course and does not wish to continue with the degree program, the first installment fee of AED 6,500/- will not be refunded.
 3. 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.
 4. 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.
 5. **FAIL:** If a student fails the English Preparatory exam and wishes to repeat the course, the first installment fee of AED 6,500/- will be transferred to the degree program. New fee structure will apply.

6. **FAIL:** If a student fails the English Preparatory exam and wishes to discontinue, no refund applicable.
 7. **First Cheque Payment:** Preparatory course - In case, the student fails the English / Mathematics Proficiency tests, first cheque payment will be adjusted towards the fee for the Preparatory courses. The student will have to pay the First installment fee of the Main Program.
- e. **Visa Letter:** If the student is granted a visa based on the letter issued by SUC, no refund of fees paid till First Semester is applicable. 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. If the visa is rejected before the commencement of classes 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. 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.

iv. **Visa Students - Overseas**

- a. **First Installment Fee:** USD 3,882/- + VAT 5% Nonrefundable / Nontransferable.
- b. **Tuition Fee:** 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. 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. Once the student has come & attended the class, no postponement will be allowed. If the student fails the English Preparatory exam and wishes to discontinue, SUC will retain the first installment fee along with visa and entrance exam fee and refund the remaining fees (passport guarantee & hostel deposit).

c. **Preparatory course**

1. **PASS:** If a student successfully passes the Preparatory course and wishes to join the degree program the first installment fee will be transferred.
2. **PASS:** If a student successfully passes the Preparatory course and does not wish to continue with the degree program, the first installment fee of USD 3,882/- will not be refunded.
3. 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.
4. 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.
5. **FAIL:** If a student fails the English Preparatory exam and wishes to discontinue, no refund applicable.
6. In case, the student fails the English / Mathematics Proficiency tests, first cheque payment will be adjusted towards the fee for the Preparatory courses. The student will have to pay the First installment fee of the Main Program.

d. **Visa Fee:** - USD 1,780/- + VAT 5% Non-refundable / Nontransferable. If a visa is rejected by the Immigration and Naturalization authorities, SUC will retain the first installment fee and refund the remaining fees. 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 & 1st Cheque Payment) will be refunded. 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. 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 as per the published Miscellaneous Fee Structure of AY 2019-20 applies.

e. **Hostel:** Once hostel is booked and the student wishes to cancel, student is liable to pay for the complete year.

- f. **Scholarship/Fee Waiver:** If the student wishes to cancel the program in between, fees accrued till the date of cancellation excluding scholarship/fee waiver granted must be paid before release of any academic & non-academic document.

xi. 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 Undergraduate or graduate programs. SUC offers scholarships approved by the scholarship committee. The members of the scholarship committee are as follows:

1. Vice Chancellor
2. Deputy Director Academic Support Services & Registrar
3. Director Of Marketing & Communication
4. HOD - Finance Department
5. Head Of Administration And Examination Department

a. SCHOLARSHIP FOR CURRENT STUDENTS

Students who are pursuing their full time Undergraduate / Graduate 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:

1. 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.

2. TOPPERS AWARD

Students who top in their specific major / emphasis each academic year are awarded the Toppers award. 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, Registration & Examination 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.

3. SPORTS SCHOLARSHIP

The SUC Sports Scholarship has been conceived for students who have shown the ability in sporting and academic performance prior to joining SUC and who wish to fulfill their sporting and academic ambitions while pursuing their academic career in SUC. The students are rewarded for their success in the various categories of sport achievement at various levels and are open to both Undergraduate and Graduate students. The scholarships granted are reduction in their tuition fees at SUC and are generally for the full duration of study (subject to academic performance and other requirements).

a. Eligibility Criteria

There are several criteria, which must be met – academic qualification for a course must be achieved and the recipient of a scholarship must be prepared to commit him/herself to involvement in the respective SUC sports club.

The scholarship student must represent SUC and only SUC in competition. A satisfactory level of academic and sporting progress is essential, if the scholarship is to be renewed on annual basis.

The student needs to consistently keep a satisfactory level of academic standing and other criteria which are:

1. The student must duly apply for sports scholarship.
2. 2.5 CGPA (Proposed CGPA of 2,)
3. Minimum 70% attendance in all classes (Proposed 60%)
4. The student should not have any disciplinary proceedings against himself / herself.
5. Performance of the student in a particular game. A report from the coach will be taken.
6. Attendance during the training sessions
7. Support given to the Sports Department
8. The student should not be recipient of any other scholarship offered by SUC

Apart from the above, the following supporting documents should also be furnished:

1. Sports Department (Head-Sport's and Coach's Report)
2. Staff Sports Committee Clearance
3. Transcript Clearance
4. Fee Clearance
5. DAC Clearance
6. List of Achievements
7. Recommendation Letter from Advisor, HOS, Vice Chancellor

4. SCHOLARSHIP FOR MERIT STUDENTS-

Students who are enlisted in the Dean's list after completion of one academic year will have to apply for the merit scholarship by completing the formalities availing scholarship. The scholarship award will be decided by the scholarship committee. For the details please refer to the student's handbook. However if the student has been granted a scholarship under any category, they will not be considered for any other waivers

5. PROCEDURE FOR AWARDING SCHOLARSHIPS

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

b. SCHOLARSHIP / FEE WAIVER FOR PROSPECTIVE BBA STUDENTS

The fee waiver considered for students joining BBA program will be as follows:

| SCHOLARSHIP / FEE WAIVER - BBA - 2019-2020 | | | | | | |
|--|------------|----------|------------|---------------------------|--------|----------|
| LOCAL | | | | | | |
| 1. MERIT BASED | | | | | | |
| QUALIFICATION | PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| UAE / ARAB BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| INDIAN BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| PAKISTAN BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| IGCSE CURRICULUM | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| AMERICAN CURRICULUM | | | | | | |
| A++ | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| Grade A | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| Grade B | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |

| | | | | | |
|--|--|--|----------------------------------|---------------|-----------------|
| REQUIREMENTS | | 1. High School Marks Sheet | | | |
| | | 2. Recommendation letter from the school | | | |
| 2. OUTSTANDING EFFORTS IN EXTRA CURRICULAR ACTIVITIES | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 10.00% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Original Certificate of Recognition for Exemplary Achievement | | | | |
| | | | | | |
| 3. SIBLING | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 15.00% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| REQUIREMENTS | 1. Passport copies of the students proving the relationship (Only applicable to direct relations only) | | | | |
| | 2. Any other document to prove the relationship | | | | |
| 4. INDUSTRY | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 10.00% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Labor Card or Employment Card | | | | |
| | | | | | |
| 5. GOVERNMENT / BANK | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |

| | | | | | |
|---|--|-------------------|----------------------------------|---------------|-----------------|
| UAE LOCAL APPLICANT - 10% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| EXPATRIATE APPLICANT - 10% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the Government / Bank | | | | |
| | 3. Certificate of Employment | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (UAE ID, Passport Copy & Valid Visa) | | | | |
| 6. MOU AGREEMENT - [CONSULATE / EMBASSY / CLUB / CHURCH / CORPORATE/ GOVT / BANK / ASSOCIATIONS/SCHOOLS]& SPORTS | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the School / Government / Bank / Consulate / Private / Club | | | | |
| | 3. Certificate of Employment (Applicable for working students) | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (UAE ID, Passport Copy & Valid Visa) | | | | |
| INTERNATIONAL | | | | | |
| 1. MOU AGREEMENT [SCHOOLS /SCHOLARSHIP BOARDS / AGENTS] | | | | | |

| PERCENTAGE | BBA FEES - USD | FEE WAIVER - USD | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES - USD |
|---------------------|---|---------------------------------|--|-------------------|-------------------------------|
| 15% | 46,580 | 5,055 | 41,525 | 2,076 | 43,601 |
| 25% | 46,580 | 8,425 | 38,155 | 1,908 | 40,063 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the School / Scholarship Board / Agents | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (Passport Copy) | | | | |

c. SCHOLARSHIP / FEE WAIVER FOR PROSPECTIVE BSIT STUDENTS

The fee waiver considered for students joining BSIT program will be as follows:

| SCHOLARSHIP / FEE WAIVER - BSIT - 2019 - 2020 | | | | | | |
|--|-------------------|------------------|-------------------|----------------------------------|---------------|-----------------|
| LOCAL | | | | | | |
| 1. MERIT BASED | | | | | | |
| QUALIFICATION | PERCENTAGE | BSIT FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| UAE / ARAB BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| INDIAN BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| PAKISTAN BOARD | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| IGCSE CURRICULUM | | | | | | |
| 90% and above | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| 80% - 89% | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 70% - 79% | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| AMERICAN CURRICULUM | | | | | | |
| A++ | 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |

| | | | | | | |
|--|---|--|-------------------|----------------------------------|---------------|-----------------|
| Grade A | 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| Grade B | 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| REQUIREMENTS | | <ol style="list-style-type: none"> High School Marks Sheet Recommendation letter from the school | | | | |
| | | | | | | |
| 2. OUTSTANDING EFFORTS IN EXTRA CURRICULAR ACTIVITIES | | | | | | |
| PERCENTAGE | BBA FEES | | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 10.00% | 170,000 | | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Original Certificate of Recognition for Exemplary Achievement | | | | | |
| | | | | | | |
| 3. SIBLING | | | | | | |
| PERCENTAGE | BBA FEES | | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 15.00% | 170,000 | | 18,450 | 151,550 | 7,578 | 159,128 |
| REQUIREMENTS | <ol style="list-style-type: none"> Passport copies of the students proving the relationship (Only applicable to direct relations only) Any other document to prove the relationship | | | | | |
| 4. INDUSTRY | | | | | | |
| PERCENTAGE | BBA FEES | | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 10.00% | 170,000 | | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Labor Card or Employment Card | | | | | |
| | | | | | | |
| 5. GOVERNMENT / BANK | | | | | | |

| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
|---|--|------------|---------------------------|--------|----------|
| UAE LOCAL APPLICANT - 10% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| EXPATRIATE APPLICANT - 10% | 170,000 | 12,300 | 157,700 | 7,885 | 165,585 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the Government / Bank | | | | |
| | 3. Certificate of Employment | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (UAE ID, Passport Copy & Valid Visa) | | | | |
| 6. MOU AGREEMENT - [CONSULATE / EMBASSY / CLUB / CHURCH / CORPORATE/ GOVT / BANK / ASSOCIATIONS/SCHOOLS]& SPORTS | | | | | |
| PERCENTAGE | BBA FEES | FEE WAIVER | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES |
| 15% | 170,000 | 18,450 | 151,550 | 7,578 | 159,128 |
| 25% | 170,000 | 30,750 | 139,250 | 6,963 | 146,213 |
| 50% | 170,000 | 61,500 | 108,500 | 5,425 | 113,925 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the School / Government / Bank / Consulate / Private / Club | | | | |
| | 3. Certificate of Employment (Applicable for working students) | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (UAE ID, Passport Copy & Valid Visa) | | | | |
| INTERNATIONAL | | | | | |

| 1. MOU AGREEMENT [SCHOOLS /SCHOLARSHIP BOARDS / AGENTS] | | | | | |
|---|---|---------------------------------|--|-------------------|-------------------------------|
| PERCENTAGE | BBA FEES - USD | FEE WAIVER - USD | TOTAL FEES AFTER DISCOUNT | VAT 5% | NET FEES - USD |
| 15% | 46,580 | 5,055 | 41,525 | 2,076 | 43,601 |
| 25% | 46,580 | 8,425 | 38,155 | 1,908 | 40,063 |
| REQUIREMENTS | 1. Scholarship Sanction Form | | | | |
| | 2. Letter of Recommendation from the School / Scholarship Board / Agents | | | | |
| | 4. Copy of Transcript (High School) | | | | |
| | 5. Signed Undertaking (Form #: MKTG-029) | | | | |
| | 6. Proof of Identity (Passport Copy) | | | | |
| MEMBERS OF THE COMMITTEE | The chair of the scholarship committee will be appointed by the COEC on approval of Founder Chairman and BOG. Four other members of the Academic Support Service staff will be appointed on the basis of the recommendations by the chair of the Scholarship committee. Members are appointed to the committee for a term of three years. It has been the policy of USC to involve students in such vital decision where the students are concerned and the scholarship committee will take a broader view to induct one or two students to the committee on an ad hoc basis to view, suggest and make broader recommendations to the committee as to how the fund can be better promoted and the service utilization aspect of the fund be improved. | | | | |
| DUTIES OF THE COMMITTEE | The committee will extend support to graduate students who exhibit financial need, as well as academic excellence. The Members of the committee should be socially committed and possess a sympathetic attitude towards genuine cases while at the same time be fair and consistent in their decision making. | | | | |
| FUND MAINTENANCE AND APPROPRIATION | The COEC on approval of Founder Chairman of the SUC will certify the funds available for the scholarship fund on an annual basis. The fund is to be separated from the general operating fund of SUC. The fund is not to be used other than for generating further funds for giving scholarships. The fund may be held within the same account, but a separate accounting must be kept to distinguish it from the other heads. The head of finance will submit periodic reports to the COEC who will further submit the report to Founder Chairman and BOG stating the usage of funds and make suitable suggestions and recommendations needed for further enhancing the service given by the committee. | | | | |

Note:

1. No scholarship will be carried forward to the next intake if unutilized.
2. Scholarship is on merit basis

General guidelines:

1. Scholarship granted to the student is based on SUC policy and procedure and is subject to change or revoke at any given point.
2. In case of any revision in the fee structure, the scholarship will be applicable on the revised fee.
3. No encashment of scholarships.
4. Students seeking admission with TOC (Transfer of Credits) in the undergraduate program will receive maximum of 15% Fee Waiver only.
5. Students will be entitled for one scholarship throughout their study term with Skyline.
6. Students enrolled into the program will have to complete the program. However, if he or she cancels in between, the total fees will be applicable and approved scholarship will be withdrawn. The Student has to pay total fees accrued till date (without scholarship) at the time of cancellation before the release of any academic documents.
7. Student will be issued a fee payment plan at the time of admission where after completing all formalities and admission criteria the scholarship will be applied. The student must complete the admission requirements before the final exams of the first semester.
8. The scholarship amount will be applicable from the second semester onwards.
9. The scholarship will be awarded on the below criteria at the time of application and subject to submission of the documents mentioned below.

| SCHOLARSHIP PERCENTAGE ON THE TUITION FEES | ACADEMIC MARKS | |
|--|----------------|-------------|
| | UNDERGRADUATE | GRADUATE |
| 50% | 90% Above | 3.00 Above |
| 30% | 80% - 89% | 2.50 – 2.99 |
| 25% | 80% - 89% | 2.50 – 2.99 |
| 15% | 70% - 79% | 2.00 – 2.49 |

Documents required:

1. Copy of Transcript (High School Cert. for undergraduate program & Degree Cert. for Graduate program), refer attached detailed admission policies, Annexure I
2. Valid Identification Cards/Documents (UAE ID, Passport Copy & Valid Visa)
3. Letter confirmation for merit base scholarship of the student from <School> within 30 days of closing of batch.
4. Equivalency from the Ministry of Education, UAE within first semester.

d. CGPA LINKED SCHOLARSHIP POLICY

This policy is applicable to implicit or explicit form of discounts, credit notes and scholarship (generically referred to as scholarship) offered by the University at the time of admission. The policy is governed by following value framework:

1. All scholarships are initiated at the time of admission, and is subject to review, based on students Cumulative Grade Point Average (**CGPA**) at the end of each semester.
2. If the student receives an initial scholarship of 50%, associated with retaining a CGPA of 3.0 and above. If before the commencement of next semester, Student have achieved:
 - a. **CGPA >= 3.0**; In this case scholarship of 50% is retained for the upcoming semester.
 - b. **CGPA<3.0 and CGP>=2.50**; In this case scholarship reduces to 25% for remaining course of program, and is applicable from upcoming semester.

- c. **CGPA<2.50 and CGPA>=2.00**; In this case scholarship reduces to 15% for remaining course of program, and is applicable from upcoming semester.
 - d. **CGPA<2.00**; In this case scholarship is withdrawn with immediate effect.
3. If the student receives an initial scholarship of **30%**, associated with retaining a CGPA of 2.5 and above. If before the commencement of next semester, Student have achieved:
- a. **CGPA >= 2.5**; In this case scholarship of **30%** is retained for the upcoming semester.
 - b. **CGPA<2.50 and CGPA >=2.0**; In this case scholarship reduces to **15%** for remaining course of program, and is applicable from upcoming semester.
 - c. **CGPA<2.00**; In this case scholarship is withdrawn with immediate effect.
4. In case students receives an initial scholarship of **25%**, associated with retaining a CGPA of 2.5 and above. If before the commencement of next semester, Student have achieved:
- a. **CGPA >= 2.5**; In this case scholarship of **25%** is retained for the upcoming semester.
 - b. **CGPA<2.50 and CGPA >=2.0**; In this case scholarship reduces to 15% for remaining course of program, and is applicable from upcoming semester.
 - c. **CGPA<2.00**; In this case scholarship is withdrawn with immediate effect.
5. In case students receives an initial scholarship of 15%, associated with retaining a CGPA of 2.0 and above. If before the commencement of next semester, Student have achieved:
- a. **CGPA<2.00**; In this case scholarship is withdrawn with immediate effect.

Student has to maintain CGPA at Skyline as per the below criteria's to continue availing the scholarship applied at the time of application.

| SCHOLARSHIP MATRIX | | | | | |
|---------------------------|--|-----------------------------------|-----------------------------|-----------------------------|-------------------------------|
| S.NO | SCHOLARSHIP (AT THE TIME ADMISSION) | CGPA 3.0 AND ABOVE | CGPA 2.5 TO 2.99 | CGPA 2.0 TO 2.49 | CGPA LESS THAN 2.0 |
| 1 | 50% | 50% | 25% | 15% | 0% |
| 2 | 30% | - | 30% | 15% | 0% |
| 3 | 25% | - | 25% | 15% | 0% |

6. If the student is unable to maintain CGPA requirement the scholarship will be awarded as per the above matrix.
7. In the event the CGPA is below 2.0 forfeiture of scholarship will be applied.
8. Once the scholarship category drops down in lower level, it cannot be reinstated to the higher level even if the student's CGPA improves.

XVIII. STUDENT REQUESTS

Any student request which comes through the due process will be segregated by the Student Services Department 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 in student portal along with supporting documents. All leave applied must be approved by the DYASS & Registrar.

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, Registration & Examination 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.

C. CHANGE OF MAJOR

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

Change of Major is permissible only till the fourth semester subject to availability of seat in the respective major and after paying the applicable fee. The change of major is not granted as a right but will be submitted to the Dean of respective schools and Vice Chancellor for approval

It is advised that the change of major should be done at the freshman level. Only under mitigating circumstances, the case can be considered in the sophomore year of the study.

D. WITHDRAWAL OF COURSE

Withdrawal of a course/s can be done within the first week of commencement of a semester with a maximum number of two courses. The withdrawn course/s will not be reflected in the student's transcript for that semester. However, if the student withdraws any course/s after the first week, the withdrawal of the course/s will be reflected in his/her transcript as a "W" and a repeating course fee of that particular academic year will be applicable whenever the student takes that course/s.

Note: The withdrawal of course is not applicable for students under SUC Visa / Visa Letter / Embassy Letter.

E. ADDITION OF A COURSE

Addition of a course is allowed only to those students who are not progressing as per the Graduation plan given to them initially. However a student cannot exceed maximum load of 18 credits per semester. If a student opts for additional course/s, along with the regular course will have to apply for the same within two weeks of the commencement of the semester. An additional charge will be applicable to the student as per the policy.

F. POSTPONEMENT

Student may postpone a semester only once in an academic year and maximum twice during the graduation program. The postponement form should be filled within two weeks of commencement of a semester only under mitigating circumstances. After the postponement of the semester, the student can join back the Program in which case the new academic plan will be applicable. All postponements will be effective only after the applicable fee is paid.

Postponement is not applicable for students under SUC Visa / Visa Letter / Embassy Letter.

G. CANCELLATION

A student has a right to cancel his admission anytime during the program for unavoidable reasons. In case of rejoining a new process of admission has to be followed.

In case, a student who does not attend classes for three weeks after registering in a semester, and in spite of making efforts to contact them they are not reachable, such students are placed under temporary cancellation by the Administration department.

If a student fails to respond even after one semester, then such students are put under deactivation or cancellation in which case student has to reactivate for enrolling in the courses.

H. 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.

I. REQUESTS FOR LETTERS / TRANSCRIPTS

Besides the above, students also request for the following letters / transcript from the University:

- a. Bona-fide student letter (In English or Arabic)
- b. Letter mentioning dates of examination
- c. Copy of course definitive document (CDD) for course/s attended
- d. Transcripts
- e. Reference Letters
- f. Course Equivalency Letters
- g. Certificate Equivalency Letters
- h. No Objection Letters (Opening a bank account, applying for driving license, applying for visa)
- i. Letters for Government Departments
- j. Letters of Introduction for Internship / Dissertation
- k. Sponsor Request Letters
- l. Visa letters

Students willing to seek letters for various purposes from the SUC need to fill up the requisition form through portal. Any letter requested by the student must clearly state the purpose and its application SUC will issue the certificate or a letter when it is convinced. For issuing a letter from the College, a student must be having no dues from any of the departments.

Normal time to respond the request is mentioned below:

| Letter from SUC | 48 hours |
|--|--|
| Course definitive document (CDD) | Three working days |
| Transcript | 48 hours |
| Duplicate & Transcript request from external bodies | Timeframe for issuing the letter is subject to receiving request from the external agency. |

XIX. STUDENT CODE OF CONDUCT

A. STUDENT DRESS CODE

Students are required to be dressed formally and follow dress codes in conformity with norms of civil society in the United Arab Emirates and particularly that of the Emirate of Sharjah. Personal hygiene is essential and requires continuous attention. Hair must always be well groomed. Short pants and short sleeves are not allowed as per the Sharjah law and if found, the student will be asked to leave the SUC.

B. STUDENT RIGHTS

1. Students have the right to freedom of expression in the classroom. It is the responsibility of the faculty member to ensure that each student in the classroom is provided an atmosphere which is conducive to freedom of expression by encouraging discussion and permitting exception to the views he/ she has presented.
2. Students have the right of expression in the classroom and the responsibility to learn from the course of study according to the standards of performance established by the faculty. Student behavior in the classroom should contribute to the learning process.
3. 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.
4. Students of SUC who believe they have been subjected to any form of discrimination or have been denied access to services, have the right to file their grievance with the Student Services Department
5. Students have the right to appeal against marks or grades awarded which they are not satisfied.
6. Students have the right to participate in extra-curricular and co-curricular activities depending on their skills and capabilities

C. STUDENT RESPONSIBILITIES

The student shall be responsible for conducting themselves as follows

1. Students shall conduct themselves with reasonable consideration for all other persons within the SUC.
2. Students shall not indulge in any behavior likely to bring the SUC to disrepute.
3. Students shall comply with any reasonable instruction issued by any member of staff of the SUC.
4. No student will tender false or deliberately misleading information.
5. Male and female students are not allowed to move together or sit together in class rooms.
6. A student shall not use, or incite others to use physical violence while in the SUC premises.
7. A student shall not damage, threaten to damage or incite others to damage any equipment or property of the SUC while on premises.
8. Students shall comply with the fee policy of the SUC.
9. Students shall comply with all regulations pertaining to the use of library and other SUC facilities.
10. 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.
11. Malicious or willful damage to SUC property or the property of any student or member of staff will lead to severe disciplinary action.
12. Students are supposed to switch-off pagers and mobile phones in the classrooms and handover to the security before entering for examinations.
13. Students should adhere to the class timings as per the rules & regulations in force.
14. Smoking is prohibited in SUC as per the UAE Law. Any violation will lead to fines.
15. Chewing of tobacco or any other form of betel etc. is prohibited. Anyone found to be violating this will be penalized.
16. Writing & drawing on desks is strictly prohibited. Any violation will lead to fines.
17. Eatables & drinks are allowed outside the SUC building or in the cafeteria only.
18. Students using bus should strictly comply with the rules and regulations of transport.
19. Students shall not litter or throw rubbish. A littering fine as per fees applicable is imposed on violations.
20. Students shall not remove, deface or damage the premises, equipment or property belonging to the SUC.

21. 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.
22. The SUC accepts no responsibility to any private property being lost or damaged in the SUC premises.
23. Students bringing vehicles shall observe car-parking regulations in force as well as the speed within the college boundaries.
24. 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.
25. Student must carry their SUC Identity Card when they are inside the campus.
26. Playing cards in any form in the SUC campus is strictly prohibited

XX. STUDENT GRIEVANCE

A. 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.

For any suggestion or complaint, a student is required to fill in a complaint/suggestion form and submit to the Student Services Department. The form is then duly forwarded to or discussed with the concerned Department head. Any remedial action required, is taken immediately and conveyed through a written reply to the student. Student grievance/complaints & suggestions are also addressed at the Class Representatives' meetings held twice a semester.

B. TYPES OF STUDENT GRIEVANCES:

i. 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.

ii. 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

XXI. STUDENT APPEAL

A. 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.

a. Appeal Hearing

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

Appeal board will consist of:

1. Vice Chancellor
2. DYASS & Registrar
3. Dean of respective schools
4. Head - Admin & Exam Department
5. Advisor / Mentor
6. Faculty Concerned
7. 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.

B. APPEAL IN MITIGATING CIRCUMSTANCES

i. Plea for Consideration of Mitigating Circumstances for Class Assignments, Tests, Etc.

Head - Admin Department may exercise his / her judgment based on new calendar deadlines whether to accept the plea for mitigating circumstances for continuous modes of assessments and may administer make up assessments if convinced by his /her genuineness and relevance of the circumstances leading to the student's missing such assessments. Appeals for consideration of mitigating circumstances for continuous assessment modes must be made within 24 hours of conduct or submission deadline of the assessments. Documentary evidence to substantiate such plea must be provided by students. Appeals after the expiry of 24 hours deadline will be considered as time barred. Such decisions will lie on the DYASS & Registrar and will be assessed after discussion with Vice Chancellor & concerned faculty.

ii. Plea For Consideration Of Mitigating Circumstances For Midterm Examination

Students' inability to take midterm examinations due to unavoidable circumstances will be forwarded to Head - Administration along with necessary documentary evidence.

The Head - Admin Department and DYASS & Registrar based on their best judgment will decide whether to accept or reject such an appeal for consideration of mitigating circumstance for failure to take mid-term examination on a given date. The appeal must be made by the student within 48 hours of the conduct of the mid-term examination. If the appeal is decided in favor of the student then the examination department in liaison with the advisor will conduct the midterm exam again for this student. Appeals after the expiry of 48 hours deadline will be considered as time barred. The decision of the Head - Admin department in this case cannot be challenged or reviewed.

iii. Plea For Consideration Of Mitigating Circumstances For Final Examination (First Sit)

If a student is unable to take a scheduled first sit examination due to sickness, accident, death in family, a telephonic intimation of the circumstances must be made, by the student, his friend or relative before or on the day of the examination prior to its commencement to the Administration Department. A medical certificate attested by ministry of health, documentary evidence of the circumstances affecting the student must be submitted within 2 working days of conduct of the examination. Appeals after the expiry of 2 working days deadline will be considered as time barred.

Plea for consideration of mitigating circumstances will be forwarded to Head - Admin Department along with necessary documentary evidence.

The Head - Administration along with DYASS & Registrar based on their best judgment will decide whether to accept or reject such an appeal. The decision of the Head - Admin department in this case cannot be challenged or subject to review.

Students must understand that successful consideration of appeal will result in their taking the re-sit examination for a course on first sit basis. Such students will forfeit the rights of a re-sit examination. No mitigating circumstances will be considered for re-sit examination and students failing to undertake re-sit examination will have to repeat the course.

Students, who absent themselves from courses for prolonged period of time, must understand that they cannot redeem their prolonged absence by claiming mitigating circumstances and such students will be required to retake courses at the first available opportunity.

Note: Students are required to use mitigating circumstance form available with the student portal to file their appeal for consideration of mitigating circumstances along with necessary documentation.

Mitigation policy to excuse the absence of students that result from the following causes only

- a. Accident
- b. In case of death of Immediate Family Member
- c. Hospitalization of self
- d. Religious (Only for Hajj)

XXII. SCHOOL OF BUSINESS

A. BBA PROGRAM - OVERVIEW

Skyline University College conducts an undergraduate program leading to the award of Bachelor of Business Administration degree in Accounting & Finance, Information Systems, International Business, Marketing & Retail Management, Tourism & Hospitality Management, Public Administration, Human Resource Management & Psychology and Innovation & Entrepreneurship 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, Business and Management Education.

B. BBA PROGRAM - RATIONALE

The Business in Gulf and UAE in specific has witnessed tremendous growth in business activities in the recent years. Though Oil and Gas are Emirate's main industries, which underpin the country's considerable prosperity, yet, trade and tourism have become the key engines of growth. 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.

UAE is the hub of several multinational corporate houses and leading organizations, bringing UAE on the international map as one of the leading cosmopolitan nation.

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 PROGRAM - GOALS

- a. To improve skills in effective business communication, problem solving, decision making, computer and numerical capabilities.
- b. To equip students with advanced business acumen that helps them understand the key business functions and the links between them.
- c. To stimulate higher order thinking skills among students; required to specialize in their respective areas of study.
- d. To develop competitive skills and competencies of students through meaningful industry interaction, thereby improving their employability.
- e. 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 PROGRAM - LEARNING OUTCOMES (LO)

Students will be able to:

- a. Demonstrate an understanding of various concepts of business management
- b. Explain relationship between business, culture, values & ethics and services to community
- c. Demonstrate application of skills in communication, mathematics and computers to meet business requirements.
- d. Demonstrate capacity for critical enquiry, logical thinking, and use analytical skills to solve business and management problems.
- e. Apply acquired knowledge in business environment.
- f. Synthesize theory and practice within the sphere of their respective areas of majors for effective decision making.

E. GENERAL EDUCATION

i. 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.

ii. GENERAL EDUCATION - 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.

iii. GENERAL EDUCATION - LEARNING OUTCOMES (LO)

After successful completion, Student will be able to

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

| <i>S. No</i> | <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|--------------|-------------|---|----------------|---------------------|--------------------|
| 1 | CIS1001 | ESSENTIALS OF IT | 3 | NONE | CORE COURSE |
| 2 | CIS2102 | EMERGING TECHNOLOGIES | 3 | CIS1001 | CORE COURSE |
| 3 | CIS2103 | DIGITAL TRANSFORMATION FOR BUSINESS | 3 | CIS1001 | CORE COURSE |
| 4 | ENG1001 | ENGLISH | 3 | NONE | CORE COURSE |
| 5 | ENG1102 | BUSINESS COMMUNICATION (PSDP INTEGRATED) | 3 | ENG1001 | CORE COURSE |
| 6 | GEN1001 | CORE LIFE SKILLS & HAPPINESS(PSDP INTEGRATED) | 3 | NONE | CORE COURSE |
| 7 | GEN1002 | UAE SOCIETY AND ISLAMIC CULTURE | 3 | NONE | CORE COURSE |
| 8 | GEN1003 | CRITICAL THINKING & PROBLEM SOLVING | 3 | NONE | CORE COURSE |
| 9 | GEN2004 | SOCIAL PSYCHOLOGY | 3 | NONE | CORE COURSE |
| 10 | GEN2005 | GENERAL SCIENCE | 3 | NONE | CORE COURSE |
| 11 | MAT1001 | BUSINESS MATHEMATICS | 3 | NONE | CORE COURSE |
| 12 | MAT1102 | BUSINESS STATISTICS | 3 | MAT1001 | CORE COURSE |
| | | TOTAL CREDITS | 36 | | |

PSDP - PROFESSIONAL SKILLS DEVELOPMENT PROGRAM

F. BUSINESS EDUCATION

i. 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.

ii. BUSINESS EDUCATION - 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.

iii. BUSINESS EDUCATION - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

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

Core Courses

| S.No | Code | Course | Credits | Prerequisite | Course Type |
|------|---------|--------------------------------------|---------|-------------------|---------------------------|
| 1 | FIA1001 | PRINCIPLES OF FINANCIAL ACCOUNTING | 3 | NONE | CORE COURSE |
| 2 | FIA2102 | PRINCIPLES OF MANAGERIAL ACCOUNTING | 3 | FIA1001 | CORE COURSE |
| 3 | MAT2103 | QUANTITATIVE TECHNIQUES FOR BUSINESS | 3 | MAT1102 | CORE COURSE |
| 4 | INE3102 | ENTREPRENEURSHIP(P) | 3 | MGM1001 | CORE AND PROTECTED COURSE |
| 5 | BUS4103 | BUSINESS RESEARCH METHODS | 3 | MAT1102 | CORE COURSE |
| 6 | BUS4004 | BUSINESS ETHICS | 3 | NONE | CORE COURSE |
| 7 | BUS4205 | GLOBALIZATION AND EMERGING MARKETS | 3 | ECO2102,FIA 2013 | CORE COURSE |
| 8 | ECO2001 | MICRO ECONOMICS | 3 | NONE | CORE COURSE |
| 9 | ECO2102 | MACRO ECONOMICS | 3 | ECO2001 | CORE COURSE |
| 10 | FIA2103 | PRINCIPLES OF FINANCE | 3 | FIA1001 | CORE COURSE |
| 11 | CIS4104 | MANAGEMENT INFORMATION SYSTEM | 3 | CIS1001 | CORE COURSE |
| 12 | BUS3001 | BUSINESS LAW | 3 | NONE | CORE COURSE |
| 13 | MKT2201 | PRINCIPLES OF MARKETING | 3 | ECO2001 & FIA1001 | CORE COURSE |
| 14 | MGM1001 | PRINCIPLES OF MANAGEMENT | 3 | NONE | CORE COURSE |

| | | | | | |
|----|---------|--------------------------------------|-----------|---------|-------------|
| 15 | MGM3103 | OPERATIONS MANAGEMENT | 3 | MGM1001 | CORE COURSE |
| | | TOTAL CORE COURSES CREDIT | 45 | | |

Capstone Courses

| S.NO | Code | Course | Credits | Prerequisite | Course Type |
|------|---------------------|--|----------|--|---|
| 16 | MGM4406 | STRATEGIC MANAGEMENT (C,S) | 3 | SENIOR STATUS, MGM3103 & MKT2201 ,FIA2103 - | CAPSTONE AND SENIOR STATUS COURSE |
| 17 | IND4102/ IND4203 | INTERNSHIP (C,S) OR PROJECT (C,S) | 3 | SENIOR STATUS/SENIOR STATUS & BUS4103 | CAPSTONE AND SENIOR STATUS COURSE |
| | | TOTAL CAPSTONE COURSES CREDIT | 6 | | |

Electives – Choose Any Four

| S.No | Code | Course | Credits | Prerequisite | Course Type |
|------|---------|--------------------------------------|---------|------------------------|-------------------------------------|
| 18 | INE3101 | INNOVATION (E,P) | 3 | GEN1003 | ELECTIVE AND PROTECTED COURSE |
| 19 | MGM3102 | ORGANIZATIONAL BEHAVIOR(E) | 3 | MGM1001 | ELECTIVE COURSE |
| 20 | MGM3104 | MANAGEMENT OF HUMAN RESOURCES (E) | 3 | MGM1001 | ELECTIVE COURSE |
| 21 | MKT3202 | E- MARKETING (E) | 3 | CIS 1001 & MKT 2201 | ELECTIVE COURSE |
| 22 | BUS3002 | CROSS CULTURAL COMMUNICATION (E) | 3 | NONE | ELECTIVE COURSE |

| | | | | | |
|----|---|---|-----------|---------|-----------------|
| 23 | MGM3105 | E-CUSTOMER RELATIONS MANAGEMENT (E) | 3 | MGM1001 | ELECTIVE COURSE |
| | | TOTAL ELECTIVE COURSES CREDIT | 12 | | |
| | TOTAL CREDITS REQUIRED IN BUSINESS EDUCATION | | 63 | | |

S – Senior Level, C – Capstone, E – Elective, E, P – Elective & Protected and P – Protected

G. BBA IN INTERNATIONAL BUSINESS

i. 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. BBA in International Business provides the details of operations and management of international business in its various dimensions & contexts and equips the students to execute their responsibilities. BBA 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.

ii. INTERNATIONAL BUSINESS - 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.

iii. INTERNATIONAL BUSINESS - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

- a. Demonstrate an understanding of operations of international trade organizations.
- b. Use 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& marketing
- 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

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|---------------------------------------|----------------|---------------------|--------------------|
| ECO3110 | Economics of International Business | 3 | ECO2102 | Core Course |
| BUS3011 | Export & Import | 3 | None | Core Course |
| BUS3112 | Comparative Global | 3 | MGM1001 | Core Course |
| FIA4019 | International Banking | 3 | NONE | Core Course |
| MKT4213 | Logistics and Supply Chain Management | 3 | MAT1102 & MKT2201 | Core Course |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|-------------------------------|----------------|---------------------|-----------------------------------|
| MKT4119 | International Marketing (C,S) | 3 | Senior Status | Capstone and Senior Status course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|--|---------------------------------|----------------|---------------------|-------------------------------|
| BUS4115 | Business Project Management (E) | 3 | MGM1001 | Elective Course |
| FIA4120 | International Finance (E) | 3 | FIA2103 | Elective Course |
| MKT4120 | Services Marketing (E,P) | 3 | MKT2201 | Elective and Protected Course |
| TOTAL CREDITS REQUIRED IN BBA IN INTERNATIONAL BUSINESS | | 21 | | |

S – Senior Level, C – Capstone, E – Elective, E, P – Elective & Protected and P – Protected

H. BBA IN MARKETING AND RETAIL MANAGEMENT

i. 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 retail trading, investment & retail banking, logistics & supply chain management and marketing of various other services and products. It is among the countries witnessing fastest growth of retailing in terms of new stores opening and job creation. All these sectors require qualified and trained manpower in the relevant fields of Marketing and Retail Management

BBA in marketing and retail management is intended to prepare students to comprehend basic marketing & retail management concepts and operations. As this program progress, it aims at making students understand various facets of marketing and retail management in the ever-changing business environment. BBA in marketing and retail management infuses pragmatism into the theory and empowers students to apply the concepts in work context. It also prepares students to pursue higher academic pursuits in the field of marketing and retail management

ii. MARKETING AND RETAIL MANAGEMENT - GOALS

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

iii. MARKETING AND RETAIL MANAGEMENT - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

- a. Demonstrate an understanding of concepts, principles and theories of marketing and retail management functions
- b. Demonstrate the use of skills, tools and techniques for problem solving in marketing and retail management operations
- c. Apply marketing and retail management concepts and techniques to analyze market trends

- d. Plan, analyze, implement and evaluate the marketing and retail management programs under various situations of businesses.
- e. Evaluate policies and formulate appropriate marketing and retail management strategies for business organizations.

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|---------------------------------------|----------------|---------------------|--------------------|
| MKT3110 | Consumer Behavior | 3 | MKT2201 | Core Course |
| MKT3111 | Integrated Marketing Communication | 3 | MKT2201 | Core Course |
| MKT3112 | Retail Management | 3 | MKT2201 | Core Course |
| MKT4213 | Logistics and Supply Chain Management | 3 | MAT1102 & MKT2201 | Core Course |
| MKT4114 | Store Operations | 3 | MKT2201 | Core Course |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--|----------------|---------------------|-----------------------------------|
| MKT4116 | Retail Merchandizing and Pricing (C,S) | 3 | SENIOR STATUS | Capstone and Senior Status course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|---|---------------------------------------|----------------|---------------------|------------------------|
| MKT4115 | Mall Management (E,P) | 3 | MKT2201 | Elective and Protected |
| MKT4117 | Visual Merchandizing and Store Design | 3 | MKT2201 | Elective Course |
| MKT4118 | Sales Management (E) | 3 | MKT2201 | Elective Course |
| TOTAL CREDITS REQUIRED IN BBA IN MARKETING AND RETAIL MANAGEMENT | | 21 | | |

S – Senior Level, C – Capstone, E – Elective, E, P – Elective & Protected and P – Protected

I. BBA IN TOURISM AND HOSPITALITY MANAGEMENT

i. INTRODUCTION

The tourism and hospitality 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 and hospitality sector in UAE is in the forefront of the entire Gulf and the Middle East region. Being one of the primary contributors 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. According to WTTC, in 2016 travel & tourism directly supported 317,500 jobs (5.4% of total employment). This is expected to rise by 2.4% pa to 410,000 jobs (5.9% of total employment) in 2027.

BBA in tourism and hospitality management produces skilled manpower which meets the exponential growth in the air-transport, accommodation, tour operation, MICE, cruise companies, event management, catering companies, museums and cultural venues, and retail sectors in the region & world - wide.

ii. TOURISM AND HOSPITALITY MANAGEMENT - GOALS

- a. To develop an overall understanding of the dynamics of tourism and hospitality sector with a reference to its background, modern practices and future prospects.
- b. To develop an understanding of core concepts in the areas of tourism and hospitality.
- c. To develop managerial and operative skills for performing various functions in tourism and hospitality.
- d. To develop analytical and evaluating skills for problem solving in tourism and hospitality issues.

iii. TOURISM AND HOSPITALITY MANAGEMENT - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

1. Demonstrate an understanding of the concept of tourism system and its impacts on economy, culture and environment for tourism development.
2. Demonstrate an understanding of hospitality business, its departments and their functioning.
3. Integrate Information Communication Technology in tourism and hospitality for effective operations and management.
4. Apply skills of management for managing functions of tourism and hospitality businesses.
5. Plan and organize events, itineraries and perform tourism and hospitality operations.
6. Evaluate and formulate strategies for tourism and hospitality enterprises.

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|---|----------------|---------------------|---------------------------|
| THM3010 | Foundations of Tourism | 3 | None | Core Course |
| THM3011 | Management of Travel and Tours (P) | 3 | None | Core and Protected Course |
| THM3112 | Front Office Management | 3 | MGM 1001 | Core Course |
| THM4213 | E - Tourism | 3 | THM3010 & CIS1001 | Core Course |
| THM4014 | Food & Beverage Services and Management | 3 | None | Core Course |
| | Total | 15 | | |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--|----------------|---------------------|-----------------------------------|
| THM4116 | Strategic Tourism and Hospitality Management (C,S) | 3 | Senior Status | Capstone and Senior Status Course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|---|--------------------------------------|----------------|---------------------|--------------------|
| THM4015 | Event Management (E) | 3 | None | Core Course |
| THM4117 | Tourism and Hospitality Marketing(E) | 3 | MKT2201 | Core Course |
| THM4118 | Impacts of Tourism(E) | 3 | THM3010 | Core Course |
| | Total | 3 | | |
| TOTA CREDITS REQUIRED IN BBA IN TOURISM AND HOSPITALITY MANAGEMENT | | 21 | | |

S – Senior Level, C – Capstone, E – Elective

E, P – Elective & Protected and P – Protected

J. BBA IN INFORMATION SYSTEM

i. INTRODUCTION

Information Systems form the backbone of Business Enterprises. Organizations, irrespective, of their business paradigms rely heavily on functional, cross-functional, and industry information. The growth in Secured Information Technology has fueled the information revolution, providing access anytime, anywhere to corporate information, thus enabling rational decision making.

BBA in Information Systems is designed to develop Technologically Expert Knowledge workers who are well versed with technological aspects of information, and understand the business functions and is intended to utilize the emerging concepts in Information System.

ii. 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.

iii. INFORMATION SYSTEM- LEARNING OUTCOMES (LO)

After successful completion of the major, Students will be able to

- a. Demonstrate an understanding of information systems, functions, processes, project management and emerging trends
- b. Apply cloud computing models to manage application & databases in organizations.
- c. Analyze the system requirements for IS adoption in organizations
- d. Evaluate impacts of internet security in local and cloud context.

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--|----------------|---------------------|--------------------|
| CIS3110 | Database Management Systems | 3 | CIS1001 | Core Course |
| CIS3111 | Information System Security | 3 | CIS1001 | Core Course |
| CIS3112 | E-Commerce | 3 | CIS1001 | Core Course |
| CIS4013 | Information Systems Project Management | 3 | None | Core Course |
| CIS4114 | Cloud Enterprise Systems | 3 | CIS1001 | Core Course |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--------------------------------|----------------|---------------------|----------------------------|
| CIS4216 | Business Process Modeling(C,S) | 3 | CIS3110 & SENIOR | Capstone and Senior Status |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|---|--|----------------|---------------------|--------------------|
| CIS4115 | Information System Audit & Control (E) | 3 | CIS1001 | Elective Course |
| CIS4017 | Knowledge Management Technology (E) | 3 | None | Elective Course |
| CIS4118 | Business Intelligence (E,P) | 3 | CIS1001 | Elective Course |
| TOTA CREDITS REQUIRED IN BBA IN INFORMATION SYSTEM | | 21 | | |

S – Senior Level, C – Capstone, E – Elective

E, P – Elective & Protected and P – Protected

K. BBA IN ACCOUNTING AND FINANCE

i. INTRODUCTION

The Bachelor of Business Administration program in Accounting and Finance is designed to developing an understanding of the students in functional & operational areas, assessing and managing risks of organizations. Accounting and finance being an important area of business with multiple stakeholders, the importance of ethical behavior is adequately emphasized in the program. With UAE becoming a financial hub, the program is intended to address the need of conventional accounting and financial systems, Islamic finance and derivatives. The major also emphasizes the role of information technology in developing problem solving, decision - making skills in the effective discharge of responsibilities.

ii. ACCOUNTING AND FINANCE - GOALS

- a. To develop understanding the functions of accounting & auditing and processes of ethical financial decision making.
- b. To develop understanding of the functions and roles of financial markets & financial institutions.
- c. To develop analytical and evaluating skills relating to corporate finance, taxation, portfolio investments and Islamic finance.

iii. ACCOUNTING AND FINANCE- LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

- a. Demonstrate an understanding of the structure and functioning of financial system including Islamic Finance.
- b. Comprehend and explain the importance of ethics in discharging accounting and finance functions
- c. Demonstrate skills of preparing, presenting and analyzing financial statements, and auditing books of accounts.
- 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

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|---|----------------|---------------------|--------------------|
| FIA3110 | Financial Markets and Investment strategy | 3 | FIA2103 | Core Course |
| FIA3111 | Corporate Finance | 3 | FIA2103 | Core Course |
| FIA3112 | Intermediate Accounting | 3 | FIA2102 | Core Course |
| FIA4113 | Taxation : Principles and Practice | 3 | FIA2102 | Core Course |
| FIA4114 | Cost and Management Accounting | 3 | FIA2102 | Core Course |
| | Total Core Courses credit | 15 | | Core Course |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|-----------------------------------|----------------|------------------------|-----------------------------------|
| FIA4216 | Financial Statement Analysis(C,S) | 3 | Senior Status, FIA2102 | Capstone and Senior Status course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|--|-------------------------------------|----------------|---------------------|-------------------------------|
| FIA4115 | Auditing (E) | 3 | FIA3112 | Elective Course |
| FIA4117 | Accounting Information System (E,P) | 3 | FIA2102 | Elective and Protected Course |
| FIA4118 | Islamic Finance (E) | 3 | FIA3111 | Elective Course |
| Total Elective credits | | 3 | | |
| TOTAL CREDITS REQUIRED IN BBA IN FINANCE AND ACCOUNTING | | 21 | | |

S – Senior Level, C – Capstone, E – Elective

E, P – Elective & Protected P– Protected

L. BBA IN PUBLIC ADMINISTRATION

i. INTRODUCTION

The UAE is a federation of seven Emirates with a Federal government overseeing certain key areas of government function that are representative of a nation state. The major functions that the Federal government discharges include External Affairs, Defense, National Security and Post & Telegraph besides a few others. The seat of the federal government is in the capital city of Abu Dhabi which is also the largest Emirate. Each Emirate has its own government mainly looking after law and order, municipal functions, industry and trade. All these functions are carried out through ministries and departments of the government both at the federal as well as the emirates level. Planning, Policy and implementation of government programs are the responsibility of these departments. In the present global scenario these government organizations function with high degree of efficiency and professionalism.

To maximize the social welfare and optimization of resources, public administration activities are key elements wherein the efficiency of administrative service plays an important role. The human resources development is essential to provide effective service to the community. BBA in Public Administration focuses on training manpower for effective administration, urban management, formulating policy and implementation, managing environment and public sector activities. It also focuses on developing manpower for disaster management and E-Governance

ii. PUBLIC ADMINISTRATION - GOALS

- a. To develop an understanding of various principles of public administration planning and implementation of policies.
- b. To develop an understanding of the approaches on E-Governance and Disaster management
- c. To examine new approaches for managing sustainability of environment and the economy
- d. To develop an understanding of implications in planning and policy development in public organizations

iii. PUBLIC ADMINISTRATION - LEARNING OUTCOMES (LO)

After successful completion of the major, Students will be able to

- a. Demonstrate an understanding of principles and theories of public administration
- b. Examine the impacts of Environment for managing economic sustainability
- c. Analyze various models of E-Governance
- d. Assess international relations for appropriate foreign policy directions
- e. Evaluate policies and formulate appropriate strategies for planning and managing public organizations

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|---|----------------|---------------------|---------------------------|
| PAD3110 | Principles and Practices of Public Administration | 3 | MGM1001 | Core Course |
| ECO3111 | Economics of Sustainability | 3 | ECO2102 | Core Course |
| PAD3112 | Comparative Public Administration | 3 | PAD3110 | Core Course |
| PAD4113 | E- Governance | 3 | CIS1001 | Core Course |
| PAD4114 | International Relations and Foreign Policy (P) | 3 | PAD3110 | Core and Protected Course |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|------------------------------|----------------|------------------------|-----------------------------------|
| PAD4216 | Public Policy Formation(C,S) | 3 | PAD3110& Senior Status | Capstone and Senior Status course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|---|-----------------------------|----------------|---------------------|--------------------|
| MKT4121 | Public Sector Marketing (E) | 3 | MKT2201 | Elective |
| PAD4117 | Disaster Management (E) | 3 | PAD3110 | Elective |
| PAD4118 | Environment Management (E) | 3 | GEN2005 | Elective |
| TOTAL CREDITS REQUIRED IN BBA IN PUBLIC ADMINISTRATION | | 21 | | |

S – Senior Level, C – Capstone, E – Elective,

E, P – Elective & Protected and P – Protected

M. BBA IN HUMAN RESOURCE MANAGEMENT AND PSYCHOLOGY

i. INTRODUCTION

This major is designed to provide an understanding of issues in HR and Psychology and be able to appreciate the importance of psychology in understanding human behavior and the impact on the work environment. In the new millennium the major issues for Human Resource Management is to recruit, motivate and retain high performing employees because it has an influence on team work and organization productivity. This major focuses on courses which helps in understanding recruitment and selection, training and development and managing conflict at work in compliance with the legal frame work of the region. The major also covers understanding of concepts of Psychology and its application related to cognition, counselling and the role of positive psychology in improving the performance of employees in the organization.

ii. HUMAN RESOURCE MANAGEMENT AND PSYCHOLOGY - GOALS

- a. To develop an understanding about human behavior by studying various concepts of psychology.
- b. To examine various areas of HRM like Recruitment& selection, Training and Development, Performance management, Compensation Management and Strategic Management
- c. To apply various psychological concepts in different areas of Human Resource Management to have a good understanding of human behavior at work and focus on developing individuals to enhance their engagement and productivity levels.

iii. HUMAN RESOURCE MANAGEMENT AND PSYCHOLOGY - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

- a. Demonstrate an understanding of the concepts and integration of Psychology into Human Resource Management.
- b. Apply the knowledge of psychology to understand Human behavior at work.
- c. Analyze various aspects of Human Resource Development and its impact on employee performance
- d. Analyze the role of counseling in solving issues related to work environment.
- e. Design Human Resource Management strategies for enhancing productivity in an organization
- f. Evaluate various aspects of UAE Labor Law and diversity issues in organizations

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|----------------------------|----------------|---------------------|--------------------|
| HRP3010 | Foundation of Psychology | 3 | None | Core Courses |
| HRP3111 | Cognitive Psychology | 3 | HRP3010 | Core Courses |
| HRP3012 | UAE Labor Law | 3 | None | Core Courses |
| HRP4013 | Human Resource Development | 3 | None | Core Courses |
| HRP4114 | Compensation Management | 3 | MGM3104 | Core Courses |
| | Total Credits | 15 | | |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--|----------------|-------------------------|--------------------|
| HRP4216 | Strategic Human Resource Management(C,S) | 3 | MGM3104 & Senior Status | Capstone course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|--|---|----------------|---------------------|-------------------------------|
| HRP4115 | Counselling Skills and Theory(E) | 3 | HRP3010 | Elective Course |
| HRP4117 | Managing positive psychology at work(E,P) | 3 | HRP3010 | Elective Course and Protected |
| HRP4118 | Developmental Psychology(E) | 3 | HRP3010 | Elective Course |
| ELECTIVE CREDITS | | 3 | | |
| TOTAL CREDITS REQUIRED IN BBA IN HUMAN RESOURCE MANAGEMENT AND PSYCHOLOGY | | 21 | | |

*S – Senior Level, C – Capstone, E – Elective,
E, P – Elective & Protected and P – Protected*

N. BBA IN INNOVATION AND ENTREPRENEURSHIP

i. INTRODUCTION

Innovation and Entrepreneurship play an important role in the social and economic development of any economy in the world. Entrepreneurial start-ups strengthen the economy by identifying new opportunities and redirecting resources to them. Established firms need to be innovative in order to develop competitive advantage for survival in the new millennium. This major focuses on the skills necessary for the planning, development and launch of entrepreneurial and innovative ventures. This major will help in understanding the functioning of small and medium firms owned by family businesses, managing brands and role of social entrepreneurship in the society.

ii. INNOVATION AND ENTREPRENEURSHIP - GOALS

- a. To develop an understanding of various concepts related to Entrepreneurship & Innovation
- b. To examine the importance of Social Entrepreneurship in the new millennium
- c. To develop analytical skills in problem solving of the small and medium enterprises
- d. To develop evaluations skills in launching new ventures and managing the enterprises

iii. INNOVATION AND ENTREPRENEURSHIP - LEARNING OUTCOMES (LO)

After successful completion of the major, student will be able to

- a. Demonstrate an understanding of the concepts and role of innovation and Entrepreneurship in the economic development.
- b. Analyze the strategies of new ventures and existing firms for the growth and development
- c. Develop a business plan for innovative social and commercial startup ventures
- d. Evaluate the ethical issues in managing small and medium enterprises

Core Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|--|----------------|---------------------|--------------------|
| INE3010 | Design Thinking | 3 | None | Core Courses |
| INE3111 | Family Business Management | 3 | MGM1001 | Core Courses |
| INE3112 | New Product Development | 3 | MKT2201 | Core Courses |
| INE4113 | Management of Small and Medium Enterprises | 3 | MGM1001 | Core Courses |
| INE4114 | International Entrepreneurship | 3 | INE3102 | Core Courses |
| | Total Credits | 15 | | |

Capstone Courses

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|----------------|-------------------------------|----------------|-------------------------|--------------------|
| INE4216 | Entrepreneurial Project (C,S) | 3 | INE3102 & Senior Status | Capstone course |

Electives – Choose Any One

| <i>Code</i> | <i>Course</i> | <i>Credits</i> | <i>Prerequisite</i> | <i>Course Type</i> |
|---|---------------------------------|----------------|---------------------|--------------------|
| INE4115 | Entrepreneurial Leadership(E,P) | 3 | INE3102 | Elective |
| INE4117 | Brand Management(E) | 3 | MKT2102 | Elective |
| INE4118 | Social Entrepreneurship(E) | 3 | INE3102 | Elective |
| ELECTIVE CREDITS | | 3 | | |
| TOTAL CREDITS REQUIRED IN BBA IN INNOVATION AND ENTREPRENEURSHIP | | 21 | | |

*S – Senior Level, C – Capstone, E – Elective,
E, P – Elective & Protected and P – Protected*

O. BBA COURSE DESCRIPTIONS

| BUS3001 | BUSINESS LAW | 3 CREDIT |
|----------------|---------------------|-----------------|
|----------------|---------------------|-----------------|

Effective managers and employees must develop knowledge of both law and business because people involved in business also are involved in, and greatly affected by, the law concerning business. In the present business environment, the link between law and business is growing day by day to prevent and protect stakeholders' business interest, regulate and execute terms of contracts so that business operations can be conducted smoothly without / with minimum legal glitches. This course will empower student to understand and utilize effectively the legal frameworks to safeguard business interests.

Pre-requisite: None

| BUS3002 | CROSS CULTURAL COMMUNICATION(E) | 3 CREDIT |
|----------------|--|-----------------|
|----------------|--|-----------------|

The course focuses on examining how different cultural norms, values and beliefs that impact global businesses. This course assesses the theoretical models of culture and evaluates the differences between cultures to facilitate successful business operations in a global context. The course equips students to understand the nuances of cultural differences in globalized business environment.

Pre-requisite: None

| BUS3011 | EXPORT AND IMPORT MANAGEMENT | 3 CREDIT |
|----------------|-------------------------------------|-----------------|
|----------------|-------------------------------------|-----------------|

This course exposes the students to the procedures of imports and export activities required organizations dealing with foreign markets. It also provides an exposure on INCO terms, documents and insurance and financing of imports and exports. On completing this course the student is able to understand the formalities of import and export management and enable them to independently handle the foreign trade activities.

Pre-requisite: None

| INE3101 | INNOVATION (P) | 3 CREDIT |
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Course on innovation provides a contemporary view of conceiving, developing and managing innovation that focuses on Information Technology prototype development or internal management process. The course will also equip students to engage in an innovative thought process that are useful in improving IT process.

Pre-requisite: GEN1003

BUS4205 GLOBALISATION AND EMERGING MARKETS 3 CREDIT

This course aims to provide framework and various tools for formulating competitive strategies in response to increased internationalization and globalization process. Particular attention is given to help students to understand as to how a firm operates within the international environment. It equips students with knowledge and skills to develop appropriate international marketing strategies that contribute to future economic growth.

Pre-requisite: ECO2102,FIA 2013

CIS1001 ESSENTIALS OF IT 3 CREDIT

This course is designed to provide students with an understanding of the essential components of Information Technology (IT) covering hardware, software, networking and databases. The course also provides an introduction to cloud computing, security and future developments in IT. Students will also be given hands on training using MS office suite.

Pre-requisite: None

CIS2102 EMERGING TECHNOLOGIES 3 CREDIT

This course is designed to provide students with an understanding of applications of information technologies and provide an overview on emerging trends such as cloud computing, Big Data analytics and Internet of Things (IoT) that are critical to modern business operations. The course helps students to learn the value of information technologies towards connecting people and processes with the technology.

Pre-requisite: CIS1001

CIS2103 DIGITAL TRANSFORMATION FOR BUSINESS 3 CREDIT

This course covers issues relating to digital transformation from the organizations perspective and ability to distinguish between traditional data management principles and digital transformation. Furthermore gain knowledge on digital strategies that helps organizations to implement the change process required to adapt and adopt digital disruptions models in business.

Pre-requisite: CIS1001

CIS4017 KNOWLEDGE MANAGEMENT TECHNOLOGY(E) 3 CREDIT

The ability to manage knowledge has become increasingly important in today's knowledge economy. Knowledge is considered a valuable commodity, embedded in products and in the tacit knowledge of highly mobile individual employees. The emergence of information and knowledge is a key factor in developing and maintaining a competitive advantage. This requires organizations to manage its knowledge effectively. The purpose of this course is to acquaint students with various knowledge management concepts and technologies.

Pre-requisite: None

CIS4104 MANAGEMENT INFORMATION SYSTEMS 3 CREDIT

Management Information Systems (MIS) explores the use of information systems in today's organizations. Students acquire the knowledge and skills desirable to successfully apply information systems and technology in support of organizational strategy. Students will be exposed to introduction to information systems in organizations, strategy and information systems, data and knowledge management, internet and social media, E-Commerce and M-Commerce, Intelligent systems and business intelligence. The course thus explains how changes in technology translates into new opportunities for businesses.

Pre-requisite: CIS1001

CIS4114 CLOUD ENTERPRISE SYSTEMS 3 CREDIT

This course covers the fundamentals of cloud computing and provides the skills and knowledge required to effectively evaluate and assess the business and technical benefits of cloud computing for a business organization. Furthermore it will familiarize students to use the basic tools and concepts to implement cloud computing in organization to get the competitive edge in ever changing technology trends.

Pre-requisite: CIS1001

CIS4115 INFORMATION SYSTEM AUDIT AND CONTROL(E) 3 CREDIT

As Information Systems are becoming center of critical business operations it is essential to evaluate various authorizations and controls regularly. In this course student will learn how Information system audit is planned, organized and executed, and their results communicated to the organization. Students will learn how to develop and implement risk-based IS audit strategies and objectives in compliance with generally accepted audit standards to ensure that the organization IT assets are adequately controlled, monitored, and assessed, and are aligned with its business objectives.

Pre-requisite: CIS1001

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| CIS4118 | BUSINESS INTELLIGENCE (E,P) | 3 CREDIT |
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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: CIS1001

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| CIS4216 | BUSINESS PROCESS MODELING(C,S) | 3 CREDIT |
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This course introduces the concepts of business process modeling using Unified Modeling Language (UML) with the help of Rationale Rose and Visio. Further, this course emphasizes on the core set of skills that students need to know as a business process analyst. This course also teaches students about object oriented approach to system design.

Pre-requisite: CIS3110 & SENIOR STATUS

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| ECO2001 | MICRO ECONOMICS | 3 CREDIT |
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On completing this course the student will be able to understand the underlying concepts of Microeconomics, its functions in relations to household and firm level decision making. The student will understand the pricing of factors of production and production services in different competitive environment. The knowledge, tools & techniques learned through this course will prepare the students to understand economic process and activities.

Pre-requisite: None

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| ECO2102 | MACRO ECONOMICS | 3 CREDIT |
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This course enables students to understand concepts of Macroeconomics dealing with national income, national output, inflation and national employment. The student also learns economic issues and problems in developing and developed economies arising out of macro-economic decisions relating to international trade, exchange and balance of payment to be able to assess the economic environment.

Pre-requisite: ECO2001

ECO3110 ECONOMICS OF INTERNATIONAL BUSINESS 3 CREDIT

This course provides general overview of international business, trade & barriers and finance. It presents fundamental concepts of international economic and business relations. It offers insights into real life economic issues and problems. The course focuses on the theories and impacts of international trade, exchange rates and international financial institutions and World Trade Organizations on national economies and businesses.

Pre-requisite: ECO2102

ECO3111 ECONOMICS OF SUSTAINABILITY 3 CREDIT

The course provides an insight into sustainable economic development by examining various aspects of economic activity, public policy and their environmental impact. As a result of growing awareness of environment customers demand green products. Government regulations mean that business should adopt sustainable processes. The course helps students to understand role of entrepreneurs, governments and the stakeholders in adopting sustainable methods of performing policies and activities

Pre-requisite: ECO2102

ENG1001 ENGLISH 3 CREDIT

This course helps students to have a good understanding of English reading and writing skills. It hones their reading and writing skills and communicate their thoughts in an articulated manner to the readers. It also facilitates the students to prepare documents & presentations and deliver effectively

Pre-requisite: None

ENG1102 BUSINESS COMMUNICATION 3 CREDIT

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: ENG1001

FIA3111**CORPORATE FINANCE****3 CREDIT**

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

Pre-requisite: FIA2103

FIA3112**INTERMEDIATE ACCOUNTING****3 CREDIT**

This course is a comprehensive study of accounting principles and procedures underlying the preparation of financial statements. The course is concerned primarily with measuring and reporting assets, liabilities, revenues and expenses. On completing this course, the student will have an understanding of accounting measurement and financial reporting.

Pre-requisite: FIA2102

FIA4019**INTERNATIONAL BANKING****3 CREDIT**

The course is designed to help the students understand the environment and modus operandi of international banking. It focuses on 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

FIA4113**TAXATION : PRINCIPLES AND PRACTICE****3 CREDIT**

The objective of this course is to enable the students understand the role of taxation in economic decision making and financial reporting. A broad range of tax issues are covered in this course. This course familiarizes the students with principles and techniques that tax consultants and accountants use to compute tax and prepare tax returns in compliance with the tax laws.

Pre-requisite: FIA2102

FIA4114**COST AND MANAGEMENT ACCOUNTING****3 CREDIT**

This course acquaints students with concepts and techniques that managers and accountants use to present information for planning and decision making. The overall aim of the course is to prepare students with the ability to apply management accounting concepts, in analyzing the components of costs, allocation of costs and preparation of statements and reports to facilitate better decision making and performance evaluation.

Pre-requisite: FIA2102

GEN1001 CORE LIFE SKILLS HAPPINESS 3 CREDIT

This course introduces the students to understand concepts of core life skills and happiness that enables them to cope up with attitudes and values in the life situations. This course also provides students with an understanding of managing self and coping up with the contemporary life style in personal, professional and societal context.

Pre-requisite: None

GEN1002 UAE SOCIETY AND ISLAMIC CULTURE 3 CREDIT

This course provides insights into various aspects of UAE society and Islamic culture that have taken place in the past to the present time. Additionally, the course aims at enabling students to have an understanding of UAE as a state and society, outlining the social, political and economic growth and developments. The course also focuses on Islamic culture, heritage and civilizations and their role in shaping various economies.

Pre-requisite: None

GEN1003 CRITICAL THINKING & PROBLEM SOLVING 3 CREDIT

This course is designed to help students develop their skills in reasoning, analysis, and the use of logical arguments. This will help in improving their scientific temperament in identifying problems, collecting adequate information and analyzing data to solve problems. This course develops student attitude towards developing sound critical reasoning and logic while presenting the inferences and communicating to the audience in an articulated manner.

Pre-requisite: None

GEN2004 SOCIAL PSYCHOLOGY 3 CREDIT

This course is intended to make students learn the major concepts of social psychology and also to apply the theories in varied social contexts. The course will familiarize the students with the factors at individual and group level which shape the thinking, feeling and behaviors of people in different social settings.

Pre-requisite: None

GEN2005 GENERAL SCIENCE 3 CREDIT

The course provides an insight into scientific way of thinking and develops Scientific temperament in analyzing social and business problems. The course provides opportunities for students to understand scientific processes and its application in the fields of humanities and business. The course provides an overview on basic elements of Physics, Chemistry, Astronomy and earth sciences and their applications to the society.

Pre-requisite: None

HRP3010**FOUNDATION OF PSYCHOLOGY****3 CREDIT**

This course will introduce students to the basic knowledge about Psychology as an academic and applied field involving the study of behavior, mind and thought and the subconscious neurological bases of behavior. The focus will be on the application of such knowledge to various spheres of human activity, including problems of individuals' daily lives and the problems at work. This course will facilitate the students in better understanding about human thoughts and behaviors and the underlying processes and components therein.

Pre-requisite: None

HRP3012**UAE LABOR LAW****3 CREDIT**

This course introduces the UAE labor law and its various elements. The course highlights the importance of the key statutory requirements and sponsorship systems in UAE. It further outlines the legal requirements that need to be fulfilled by organizations in UAE with regards to the key HR processes. This course is beneficial for students who are employed or are looking for employment within the UAE industry sectors.

Pre-requisite: None

HRP3111**COGNITIVE PSYCHOLOGY****3 CREDIT**

This course will introduce students to the basic knowledge about the cognition and the mental processes underlying human behavior. It gives insight into the evolution of the cognitive psychology and the ways to understand the process of cognition in different circumstances.

The main focus will be developing the sound understanding about the processes by which the sensory input is transformed, reduced, elaborated, stored, recovered, and used. After the successful completion of the course, students will have better understanding of the entire process relating to how we make sense of the world.

Pre-requisite: HRP3010

HRP4013**HUMAN RESOURCE DEVELOPMENT****3 CREDIT**

This course provides an understanding of the concept of HRD system, related mechanisms and the changing boundaries of HRD. The students will study various HRD initiatives that can be applied at Individual level, organizational level and at community and societal level. The course gives insights into the various aspects of Career development, training and performance management systems which can be effectively used for developing human resources in the organizations. The course also covers the various contemporary HRD policies and practices related to issues like leadership development and knowledge management which are basis for the development of Human Resources.

Pre-requisite: None

HRP4114**COMPENSATION MANAGEMENT****3 CREDIT**

This course will help students to have knowledge on various concepts, theories and methods related to Compensation. The students will learn how to design reward programs that will give their employers a competitive advantage. This course will help the students to look at compensation strategies followed by various organizations from both a human resource professional and managerial perspective.

Pre-requisite: MGM3104

HRP4115**COUNSELLING SKILLS AND THEORY(E)****3 CREDIT**

This course introduces topics related to main aspects of counselling which include counselling definition, its forms, counsellor role and ethics. The course will help the students in understanding various approaches of counselling. The course also discusses how various counselling approaches can be applied to various areas related to Human resource management in organizations.

Pre-requisite: HRP3010

HRP4117**MANAGING POSITIVE PSYCHOLOGY AT WORK(E,P)****3 CREDIT**

The course will introduce students to the concepts and theories of positive psychology. The focus of the course will be to enable the students to understand happiness, positive relationships, emotional intelligence and other concepts for using these concepts in their own lives and use these concepts to create the positive organizational environment. Students will learn the positive psychological therapies helpful in enhancing the productivity and interpersonal relationships in organizations.

Pre-requisite: HRP3010

HRP4118**DEVELOPMENTAL PSYCHOLOGY(E)****3 CREDIT**

This course will help students to acquire knowledge about the Developmental psychology which mainly focuses on the scientific study of how and why human beings change over the course of their life. The focus will be on the study of changes in thinking, feeling, and behavior throughout a person's life. Students will also learn to analyze the changes in human beings across three major dimensions: physical development, cognitive development, and socioemotional development.

Pre-requisite: HRP3010

HRP4216 STRATEGIC HUMAN RESOURCE MANAGEMENT(C,S) 3 CREDIT

This course will help students in understanding employees as resources which provides competitive advantage to organization. The course gives insights into various strategies followed in various areas of HRM in alignment with the mission and vision of the organization. The course also helps students in understanding various issues related to HRM during mergers and acquisitions and downsizing.

Pre-requisite: MGM3104 & Senior Status

IND4101 INTERNSHIP(C,S) 3 CREDIT

The internship program provides an opportunity to students to work, learn, and gain hands-on experience in an organization. It helps students to develop a professional understanding of an industry in their major area of study. Students are able to apply the knowledge gained in classrooms in a work setting, thus enriching their learning experience.

Pre-requisite: None

IND4102 INTERNSHIP (C,S) 3 CREDIT

The internship program provides an opportunity to students to work, learn, and gain hands-on experience in an organization. It helps students to develop a professional understanding of an industry in their major area of study. Students are able to apply the knowledge gained in classrooms in a work setting, thus enriching their learning experience. This experience is also regarded valuable in preparing for their future careers. Since students work to gain experience, the course emphasizes that they be placed in an environment that is appropriate to their major field of study that is conducive to learning.

Pre-requisite: SENIOR STATUS/SENIOR STATUS & BUS4103

IND4203 PROJECT (C,S) 3 CREDIT

The Internship Project program provides an opportunity to students to work, learn, and gain hands-on experience in an organization. It helps students to develop a professional understanding of an industry in their major area of study. Students are able to apply the knowledge gained in classrooms in a work setting, thus enriching their learning experience. This experience is also regarded valuable in preparing for their future careers. Since students work to gain experience, the course emphasizes that they be placed in an environment that is appropriate to their major field of study that is conducive to learning.

Pre-requisite: SENIOR STATUS/SENIOR STATUS & BUS4103

INE3010**DESIGN THINKING****3 CREDIT**

In this course, an overview of design thinking and working with models and tools that help students understand design thinking as a problem solving approach shall be taught. Organizational cases that use design thinking to uncover compelling solutions will be discussed within the course.

This course highlights the importance of innovation to students. The concepts of lean thinking and innovative thinking have been dealt with in the course. Therefore this course of Design thinking provides the tools you need to become an innovative thinker and uncover creative opportunities that are in the environment.

Pre-requisite: None

INE3101**INNOVATION(E,P)****3 CREDIT**

This course on Innovation provides a contemporary view of conceiving, developing and managing innovation that focuses on new product or service idea development for new venture, or improving existing processes in the firms. It also focuses on social innovative product beneficial for the society. The aim of the course is to equip students with creative thoughts and engage them in an innovative thought process to bring about changes in new and established businesses.

Pre-requisite: GEN1003

INE3102**ENTREPRENEURSHIP(P)****3 CREDIT**

This course aims at developing an understanding the concepts of Entrepreneurship. It enables students to develop the skills needed to conceive idea and be able to establish enterprise. Students will be trained to examine current opportunities in the business environment, develop a business plan canvas and eventually develop a business plan for sustaining a new venture.

Pre-requisite: MGM1001

INE3111**FAMILY BUSINESS MANAGEMENT****3 CREDIT**

This course will introduce students with the nature importance and uniqueness of family business. It also explores and analyzes family business continuity challenges and contemporary examples of successful management, family, ethics and corporate social responsibility, corporate governance practices to lead a successful family owned business. This course also highlights the importance of succession planning, challenges in professionalism and maintaining ethical standards in running a family owned business.

Pre-requisite: None

INE3112**NEW PRODUCT DEVELOPMENT****3 CREDIT**

The course focuses on exposing the students on pertinent strategies to be considered for new product development process. It ensures the students to learn the detailed processes of developing new product/service. The students will also be exposed to the intricacies of commercialization aspects of new product launched including developing pertinent business and marketing strategies to make the new product a successful one.

Pre-requisite: MKT2201

INE4113**MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES****3 CREDIT**

This course is designed to provide insights into issues and challenges in various functional areas of management in managing small and medium enterprises. The course also helps in understanding the importance of sustainable strategies for the small and medium enterprises to be successful in the long run. The course will also help the students in understanding the role of Small and Medium Enterprises (SME) in an economy

Pre-requisite: MGM1001

INE4114**INTERNATIONAL ENTREPRENEURSHIP****3 CREDIT**

This course introduces the concept and importance of International Entrepreneurship. It also gives insights into the issues specific to international venturing including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, and international deal-making and networking. The course also helps to explore issues related to Global marketing and Global HRM in managing a global entrepreneurial journey.

Pre-requisite: INE3102

INE4115**ENTREPRENEURIAL LEADERSHIP(E,P)****3 CREDIT**

This course provides insights into various frameworks, theories and models related to entrepreneurial leadership. The course highlights the critical link between leadership and entrepreneurial success by analyzing cases related to successful entrepreneurs. It also provides students with an opportunity to evaluate various leadership styles for leading business enterprises. The course also focuses on professional leadership, leadership for non-profit organizations and government organizations.

Pre-requisite: INE3102

INE4117**BRAND MANAGEMENT(E)****3 CREDIT**

This course will introduce students the concepts related to brand management and about its various approaches. The students will get various insights in how brands create market value by using various approaches. The course will help the students not only to study how brands are created, and also analyzes various issues related to brand evaluation. The students will also study the key legal issues related to Brand Management.

Pre-requisite: MKT2102

INE4118**SOCIAL ENTREPRENEURSHIP(E)****3 CREDIT**

This course will enable students to understand the concept, need and process of social entrepreneurship. The course will help them to learn approaches, framework, techniques and models used in social entrepreneurship. It will also help students to develop social entrepreneurship plan to be implemented for the benefit of society at large.

Pre-requisite: INE3102

INE4216**ENTREPRENEURIAL PROJECT (C,S)****3 CREDIT**

This course is designed to provide the student with an understanding of the impact of industry interaction on the entrepreneurial venture. It enables the students to gain insights into the complexities, opportunities and rewards of entrepreneurship. This course prepares students in using practical skills needed for the real world by being able to generate and manage the ideation process innovatively till commercialization of the idea. They further acquire skills to initiate the process of startup and carry it forward till liquidity stage. Overall enables students to apply entrepreneurial thinking at workplace, manage finances and personnel and understand the value of creating jobs. *Pre-requisite: INE3102 & Senior Status*

MAT1001**BUSINESS MATHEMATICS****3 CREDIT**

This course introduce the concepts and mathematical methods used in business management. It will focus on theories and models of functions, interest, annuity, derivatives and integration. The specific aim of the course include construction and analysis of simple mathematical models, applying mathematical functions and carrying out computations regarding marginal analysis, interest and annuities (using excel software).

Pre-requisite: None

MAT1102**BUSINESS STATISTICS****3 CREDIT**

This course emphasize the importance of basic statistical concepts, its applications and the use of analytical tools for solving business problems. The course also prepares students about the methods of data collection, application of analytical tools, analysis and interpretation data and reporting of results. The course helps students to develop skills in using statistical software.

Pre-requisite: MAT1001

MAT2103 QUANTITATIVE TECHNIQUES FOR BUSINESS 3 CREDIT

This course equips students in using appropriate concepts, tools and techniques in quantitative business decision-making. The course enable students to analyze the data using software on decisions related to investment, forecasting and managing inventories. Students are also exposed to network analysis, project management and assignment of resources and finish products to various markets using linear programming and transportation models.

Pre-requisite: MAT1102

MGM1001 PRINCIPLES OF MANAGEMENT 3 CREDIT

This course helps students to understand and apply the fundamental concepts and principles of management essential for comprehending the higher order business and management courses. The course covers theoretical frameworks of managerial and operational functions that enables students to understand the basic applications of principles of management in an organizational context. It also helps students to understand the benefits of working in teams and managing conflicts.

Pre-requisite: None

MGM3102 ORGANIZATIONAL BEHAVIOUR (E) 3 CREDIT

This course provides a framework on understanding and analyzing organizational behavior and managing change. It focuses on inter personal relations, group dynamics and the flows of organizational communication. The student is equipped to learn negotiation skills, leadership and managing conflicts.

Pre-requisite: MGM1001

MGM3103 OPERATIONS MANAGEMENT 3 CREDIT

Operations management course enables students to understand the principles of producing goods and services in a competitive environment. This course aids in understanding the role of operations to improve the productivity of organization. The study of operations management also emphasizes to enhance the operation performance through operation strategies & tools like ., designing, process technology , JIT ,Enterprise Resource planning ,capacity planning, inventory management, quality planning & control, TQM , managing risk and recovery., etc.

Pre-requisite: MGM1001

MGM3104 MANAGEMENT OF HUMAN RESOURCES (E) 3 CREDIT

This course examines the structures and processes of human resource management that enables right kind of employees are recruited, trained and contribute to the growth of the organization. The course helps students to understand the conceptual framework of human resources and its role in maintaining suitable workforce for achieving organizational goals and objectives. Students also learn to evaluate HRM strategies relating to compensation and performance evaluation. The course includes discussions on contemporary issues of HRM in a global context and its impacts on an organization.

Pre-requisite: MGM1001

MGM3105 E-CUSTOMER RELATIONS MANAGEMENT(E) 3 CREDIT

Customer relationship management (CRM) is a model for managing a company interactions with current and future customers. It involves technology to organize, automate, and synchronize sales, marketing, customer service, and technical support. This course is designed primarily for students undertaking majors in marketing or international business studies whose career plans may at some point involve managing a company interactions with current or future customers. This course is intended to help them understanding the technology involved in CRM, and various ways to know, retain and attract customers and increase the profitability of the organization

Pre-requisite: MGM1001

MGM4406 STRATEGIC MANAGEMENT (C,S) 3 CREDIT

This course enables students to understand and evaluate theoretical and application aspects of strategy. This course focuses on identifying strategic intent of a company till developing and implementing appropriate strategy from case situations. The course enable students to use tools and techniques of analysis for identifying strategic opportunities, risks and enable them to design feasible strategies for implementation for the growth and development of profit or nonprofit making organization.

Pre-requisite: SENIOR STATUS, MGM3103 & MKT2201 ,FIA2103 -

MKT2201 PRINCIPLES OF MARKETING 3 CREDIT

This course is designed to introduce students to the concepts of marketing and to prepare them understand how organizations adopt and design different marketing approaches to acquire, retain and develop customers. It also focuses on understanding the components of marketing plans with respect to the application of marketing mix elements. The course will enable students to learn and apply the tools of marketing in analyzing, segmenting, targeting markets and positioning products.

Pre-requisite: ECO2001 & FIA1001

MKT3110 CONSUMER BEHAVIOUR 3 CREDIT

Consumer Behavior is an important element in all decisions relating to marketing activities. Consumer behavior is the focal point in determining the demand for the product and profits for the organization. It is imperative for students to understand the consumers buying behavior so as to formulate and implement strategies appropriate to the target markets in an organization. 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: MKT2201

MKT3111 INTEGRATED MARKETING COMMUNICATION 3 CREDIT

This course enables the students to acquire theoretical and application orientation towards different marketing communication tools. It prepares students to identify, adopt and design effective marketing communication campaign. This course ensures that the students learn to analyze and evaluate the impact of marketing campaigns.

Pre-requisite: MKT2201

MKT3112 RETAIL MANAGEMENT 3 CREDIT

Retailing has penetrated not only goods sector but also in a big way services industry such as travel and tourism, financial, real estate, entertainment and leisure in the last decade. Learning the principles of retail management helps students to analyze trade area, site selection, store layout and managing material and human resources in a retail organization. The course enables students to evaluate appropriate strategies of targeting and segmenting suitable to type of retail outlets.

Pre-requisite: MKT2201

MKT3202 E- MARKETING(E) 3 CREDIT

This course enables the students to learn theory and practical aspects of e-marketing. It enables the students to understand strategic and operational aspects of e-marketing becoming digital marketing through applying new age marketing tools. This course helps the students to acquire skills of identifying and applying different digital marketing tools in real life scenario. It enables the students to develop comprehensive e-marketing strategy for an organization in a real life business context

Pre-requisite: CIS 1001 & MKT 2201

MKT4118**SALES MANAGEMENT (E)****3 CREDIT**

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

Pre-requisite: MKT2201

MKT4119**INTERNATIONAL MARKETING (C,S)****3 CREDIT**

The course enables students to understand the emerging trends in global markets. It also enables to understand factors influencing market entry strategies in changing global market scenario. This course helps students to analyze and evaluate international marketing contexts in a rational manner and help them take decisions to tap international market opportunities. It also focuses on analyzing the importance of product, price, promotion, distribution strategies in international markets.

Pre-requisite: Senior Status

MKT4120**SERVICES MARKETING (E,P)****3 CREDIT**

Service industries contributions to the GDPs of many countries have increased significantly in the last two decades. This course is designed to enable the students to understand principles of services marketing. It helps students to analyze market conditions, estimate demand and design marketing mix strategies to be competitive in the industry. The course enable students to understand the role of people and technology in optimizing efficiency in services. The course focuses on evaluating strategies of profit and non-profit service organizations.

Pre-requisite: MKT2201

MKT4121**PUBLIC SECTOR MARKETING(E)****3 CREDIT**

This course has been designed to provide the students' knowledge and skills related to marketing for public sector. Public sector marketing focuses on the notions of exchange and relationship as these occur between an organization and those individuals and groups who seek to satisfy their needs. In essence, public sector marketing seeks to articulate and propose solutions regarding the exchange and relationships occurring between a government organization and individuals, groups of individuals, organizations or communities in connection with the request for and performance of public-oriented tasks and services. Students will be able to discover how to use proven marketing thinking to enhance the efficiency and effectiveness of any government institution, public agency, or non-profit organization.

Pre-requisite: MKT2201

MKT4213**LOGISTICS AND SUPPLY CHAIN MANAGEMENT****3 CREDIT**

This course enables the students to understand the supply chain management concepts, the best practices involved in it, role of strategic alliances, order and inventory management across the chain, distribution and role of IT. It enables the students to analyze supply chain strategies with reference to identifying and managing demand. This course enables the students to evaluate different approaches of supply chain with respect to improving its performance.

Pre-requisite: MAT1102 & MKT2201

PAD3110**PRINCIPLES AND PRACTICES OF PUBLIC ADMINISTRATION****3 CREDIT**

This course introduces the characteristics of the public organization and its impact on the society. The course is designed to familiarize students with the basic concepts and principles of public administration in the governmental, non-profit, and private sectors and to acquaint students with public administration as a field of study. Knowledge of concepts and area provides students with a necessary foundation for the practice of public administration professionally. The course prepares students for more advanced course work, particularly in the areas of Policy formulation, planning and analysis.

Pre-requisite: MGM1001

PAD3112 COMPARATIVE PUBLIC ADMINISTRATION 3 CREDIT

This course exposes students to comparative public administration. The course focuses on capacity building and seeks to identify universal patterns in organizational structures and processes that promote the most desirable™ policy outcomes. States differ greatly in their history, social and economic characteristics, and exhibit a range of administrative arrangements. The variation in these administrative systems is due to a variety of factors, including social, cultural, political and technological. Further, the course looks into various administrative system structures and frameworks. Also the course explores the question of behavioral characteristics of administrative systems and its effect on policy outcomes.

Pre-requisite: PAD3110

PAD4113 E- GOVERNANCE 3 CREDIT

Over the past decade, there has been continual development and renewal of strategies and practices surrounding public administration. E-Governance is a new way of formulating and implementing decisions and policies relating to public administration, using ICT as a tool for building trust in governments and improved transparency and service delivery. In the past few years ICT has also brought new opportunities for enhanced citizen participation in decision-making, and has thus contributed to the transformation of the relationship between governments and citizens. Advantages for the E- government are better and more efficient services in terms of time, lowering of transaction costs and improved overall transparency and accountability.

This Course will provide students understanding of E- Governance. The content of the course will help student to understand how ICT enhance service delivery to citizen. Learning of this course will help student to identify areas for E- Governance implementation and challenges in implementing the initiative.

Pre-requisite: CIS1001

PAD4114 INTERNATIONAL RELATIONS AND FOREIGN POLICY (P) 3 CREDIT

This course on International Relations and Foreign Policy is designed to provide students an overview of world history as understood through the lens of international relations and to introduce the core analytical concepts and theories in International Relations. The course familiarizes students with the approaches to foreign policy and its practice. The focus is on the process of foreign policy decision making in the dynamic international scenario keeping in view domestic compulsions. Instances of international cooperation through formal institutions get special mention and issues & challenges of the contemporary global era form the overall framework of the course. The students will also be exposed to the regional affairs that influence national foreign policy initiatives. The course will equip students with necessary understanding of world affairs in context of priorities for their country.

Pre-requisite: PAD3110

PAD4117**DISASTER MANAGEMENT(E)****3 CREDIT**

This course attempts to provide comprehensive knowledge to students on disaster preparedness, mitigation, and rehabilitation. It will enable students to equip themselves with disaster response techniques, risk assessment and vulnerability analysis. The course focuses on the design of disaster policies and implementation of emergency management programs to manage hazards and to deal with natural, technological, and other man-made disasters. Emphasis is on the roles of public agencies, nonprofit organizations, and private firms, as well as volunteers, in disaster mitigation, preparedness, response, and recovery efforts.

Pre-requisite: PAD3110

PAD4118**ENVIRONMENT MANAGEMENT(E)****3 CREDIT**

This course has been designed to create proper understanding about the environmental issues and the ways to manage them. Environmental management is a wide, expanding, and rapidly evolving field, affecting everyone from individual citizens to businesses; governments to international agencies. Indisputably, it plays a crucial role in the quest for sustainable development.

Students will learn about public policies related to environment and sustainability, how these policies are framed and what are the related institutional problems. They will also learn about how development is impacting environment, how environmental management is done for urban areas and what the anticipated future course of environmental management is.

Pre-requisite: GEN2005

PAD4216**PUBLIC POLICY FORMATION****3 CREDIT**

This course is a study of the dynamics of governmental decision-making and its influence on the content of public policy; The course focuses upon an introduction to the process of public policymaking and to the substance of policy in selected areas. The course is structured around four components: theories and concepts, actors in context, policy as process, and policy as substance. Further the course discusses as to who is involved in making and implementing public policy. Discussions also include on policy both as a linear and a cyclical process. The course peruses the role of the environment in which the policy is determined, the background of decision makers and non-governmental agencies.

Pre-requisite: PAD3110 & Senior Status

PSD1001 FRESHMAN LEVEL PSDP COURSE

The Professional Skills Development Program at the Freshman level focuses on important aspects work culture. In this course the student is expected to learn setting of the goals, planning the work, managing the time and prioritizing the tasks. It also helps in understanding different cultures and adapting to new cultures in the dynamically changing global environment.

Pre-requisite: None

PSD2001 SOPHOMORE LEVEL PSDP COURSE

The Professional Skills Development Program at Sophomore level focuses on importance of communication skills, listening skills, professional etiquette, body language and ways of making effective presentation to different set of audience. It will help the students to make the presentations more interactive and handle queries effectively. It also covers the importance of punctuality, organization of work, consistency in the work environment

Pre-requisite: None

PSD3001 JUNIOR LEVEL PSDP COURSE

The Professional Skills Development Program at the Junior level focuses on ways of developing network including the online networking. It will also help students in using different set of Job search tools and locating job leads and evaluate the job offer. The program emphasizes the need for effective decision making skills

Pre-requisite: None

PSD4001 SENIOR LEVEL PSDP COURSE

The Professional Skills Development Program at the senior level focuses on understanding different strategies being used by leaders in managing business, government and social organizations. It enables students to focus on various issues and challenges a leader encounters in managing organizations.

Pre-requisite: None

SCI2001 GENERAL SCIENCE 3 CREDIT

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

Pre-requisite: None

THM3010**FOUNDATIONS OF TOURISM****3 CREDIT**

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 challenges.

Pre-requisite: None

THM3011**MANAGEMENT OF TRAVEL AND TOURS (P)****3 CREDIT**

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 shall be able to handle travel and tour operations in regard to planning itineraries and packaging inbound & outbound tours. Students will also be exposed to airline travel management inclusive of world geography, international regulations and fare constructions. The course is designed to provide students a general understanding of travel distribution channels and emerging trends of application of technology in the sector.

Pre-requisite: None

THM3112**FRONT OFFICE MANAGEMENT****3 CREDIT**

The course aims at familiarizing the students with various functions of front office. This course will develop skills for handling guests at the front office by following prescribed standards and procedures. The course intends to assess the front office management practices and operations aiming at customer care and satisfaction.

Pre-requisite: MGM 1001

THM4116 STRATEGIC TOURISM AND HOSPITALITY MANAGEMENT(C,S) 3 CREDIT

This course equips students with an advanced and contemporary knowledge of strategic management in tourism and hospitality industry. Specifically, it helps students to develop analytical and practical management skills. The course provides students' knowledge and understanding of the analytical tools to perform industry analysis, organizational and competitor analysis. This course will also enable students gain a clear understanding with respect to strategy content, strategy context, and strategy process with a focus on tourism and hospitality business. Special emphasis will be made on analyzing and developing strategies for tourism destinations development and marketing. (Destination)

Pre-requisite: Senior Status

THM4117 TOURISM AND HOSPITALITY MARKETING(E) 3 CREDIT

This course familiarizes the students with marketing concepts, techniques and skills as required in the marketing of tourism products, services and destinations. It aims at developing an understanding of marketing management, the process through which tourism enterprises analyze and evaluate the environment and identify marketing opportunities & threats. The course also focuses on defining and selecting target markets, planning and executing marketing programs, and implementing control plans, in the context of tourism and hospitality.

Pre-requisite: MKT2201

THM4014 FOOD BEVERAGE SERVICES AND MANAGEMENT 3 CREDIT

The course aims at developing knowledge and skills necessary to effectively manage food and beverage services with a focus on quality and customer delight. This course will focus on the food and beverage service operations in meeting the quality and safety standards in the hospitality industry. The course will equip students with the product knowledge, interpersonal skills, technical competence and the ability to provide effective customer service in general and also for specialized events and occasions. The course will provide students a hands on simulation of the food and beverage, catering practices and services in a real environment.

Pre-requisite: None

THM4118**IMPACTS OF TOURISM(E)****3 CREDIT**

This course provides an understanding of the relationship between tourists and the various tourism providers, thereby facilitating insight into the importance of tourist motivations. It intends to comprehend the influence that the government, culture and environment bring about on tourism within a nation during a given period of time. The course studies 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 on the economic, social and environmental lifestyle of the host community is a main dimension of this course.

Pre-requisite: THM3010

THM4213**E - TOURISM****3 CREDIT**

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. The development of large scale fully integrated Global Distribution Systems as one-stop market place where customers can benefit by making airline bookings, hotel reservations, arrange travel insurance, rent a car etc. without being constrained by working hours or distance of an outlet. The course familiarizes students to latest development in Information Communication Technology (ICT) that is being practiced in the field of Travel and Hospitality Industry.

Pre-requisite: THM3010 & CIS1001

P. ACADEMIC CALENDAR

i. BBA WEEKDAYS ACADEMIC QUICK REFERENCE CALENDAR

| ACTIVITIES | FALL 2019 | SPRING 2020 | SUMMER 2020 |
|---|--|---|---|
| COMMENCEMENT OF CLASS [OLD INTAKE] | 03-Sep-2019 | 05-Jan-2020 | 17-May-2020 |
| COMMENCEMENT OF CLASS [NEW INTAKE] | 22-Sep-2019 | 19-Jan-2020 | 31-MAY-2020 |
| ORIENTATION DAY | 22-Sep-2019 & 01-Oct-2019 | 19-Jan-2020 | 31-MAY-2020 |
| 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 | 14-Nov-2019 [Tentative] | N/A | N/A |
| DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT | 17-Sep-2019 | 15-Jan-2020 | 17-May-2020 |
| ADVISORY PRESENTATION | 03-Oct-2019 | 30-Jan-2020 | 27-May-2020 |
| 1 ST ADVISING MEET WITH ADVISOR [IN OFFICE] | 29 SEP 2019 TO 03-Oct-2019 | 26-Jan-30-Jan- 2020 | 15-27-May-2020 |
| HALL TICKET COLLECTION OF MID-TERM EXAM | 10-Oct-2019 | 26-Mar-2020 | 02-Jun-2020 |
| MID-TERM EXAM WEEK | 27-Oct-31- Oct-2019 | 01-05-Mar-2020 | 17-18-Jun-2020 |
| RESULT PUBLICATION OF MID-TERM EXAM | 06-Nov-2019 | 11-Mar-2020 | 24-Jun-2020 |
| MITIGATION EXAM - MID-TERM | 19-21-Nov- 2019 | 16-18-Mar-2020 | 01-02-Jul-2020 |
| 2 nd ADVISING MEET WITH ADVISOR [IN OFFICE] | 17-21-Nov- 2019 | 11-15-Apr-2020 | 05-09-Jul-2020 |
| ADVISORY MEET | 21-Nov-2019 | 16-Mar-2020 | 16-Jul-2020 |
| DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT | 03-Dec-2019 | 9-Apr-2020 | 09-Jul-2020 |
| DISSERTATION/INTERNSHIP PROJECT VIVA | 02-05-Dec- 2019 | 26-30-Apr-2020 | 16-Jul-2020 |
| HALL TICKET COLLECTION | 05-Dec-2019 | 30-Apr-2020 | 16-Jul-2020 |

| | | | |
|--|-----------------------|-----------------------|-----------------------|
| LAST DAY OF THE CLASS | 05-Dec-2019 | 30-Apr-2020 | 16-Jul-2020 |
| FINAL EXAM WEEK | 08-12-Dec-2019 | 03-07-May-2020 | 19-20-Jul-2020 |
| RESULT PUBLICATION OF FINAL EXAM | 17-Dec-2019 | 13-Apr-2020 | 29-Jul-2020 |
| RESIT/MITIGATION EXAM | 01-05-Jan-2020 | 18-21 May-2020 | 09-10-Aug-2020 |
| RESULT PUBLICATION OF RESIT/MITIGATION EXAM | 08-Jan-2020 | 27-May-2020 | 19-Aug-2020 |

ii. BBA WEEKEND ACADEMIC QUICK REFERENCE CALENDAR

| ACTIVITIES | FALL 2019 | SPRING 2020 | SUMMER2020 |
|--|--|--|--|
| COMMENCEMENT OF CLASS [OLD INTAKE] | 6-SEP-2019 | 10-JAN-2020 | 15-MAY-2020 |
| COMMENCEMENT OF CLASS [NEW INTAKE] | 20-SEP-2019 | 17-JAN-2020 | 29-MAY-2020 |
| ORIENTATION DAY | 20-SEP-2019 | 17-JAN-2020 | 29-MAY-2020 |
| TUTION FEES PAYMENT | BEFORE 10 TH OF EVERY MONTH | BEFORE 10 TH OF EVERY MONTH | BEFORE 10 TH OF EVERY MONTH |
| STATEMENT OF ACCOUNT | 5-OCT-2019 | 7-FEB-2020 | 31-MAY-2020 |
| GRADUATION CEREMONY | 14-NOV-2019 | | |
| DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT | 17-SEP-2019 | 18-JAN-2020 | 15-MAY-2020 |
| ADVISORY PRESENTATION | 4-OCT-2019 | 1-FEB-2020 | 16-MAY-2020 |
| 1 ST ADVISING MEET WITH ADVISOR [IN OFFICE] | 9-OCT-2019 | 14-FEB-2020-15-FEB-2020 | 22-MAY-2020-23-MAY-2020 |
| HALL TICKET COLLECTION OF MID-TERM EXAM | 26-OCT-2020 | 22-FEB-2020 | 5-JUN-2020-6-JUN-2020 |
| MID-TERM EXAM WEEK | 31-OCT-2019-2-NOV-2019 | 5-MAR-2020-7-MAR-2020 | 11-JUN-2020-13-JUN-2020 |
| RESULT PUBLICATION OF MID-TERM EXAM | 6-NOV-2019 | 11-MAR-2020 | 17-JUN-2020 |
| MITIGATION EXAM - MID-TERM | 22-NOV-2019-23-NOV-2019 | 20-MAR-2020-21-MAR-2020 | 26-JUN-2020-27-JUN-2020 |
| 2 ND ADVISING MEET WITH ADVISOR [IN OFFICE] | 22-NOV-2019-23-NOV-2019 | 20-MAR-2020-21-MAR-2020 | 19-JUN-2020-20-JUN-2020 |
| ADVISORY MEET | 9-NOV-2019 | 20-MAR-2020 | 19-JUN-2020 |
| DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT | 29-NOV-2019 | 10-APR-2020 | 4-JUL-2020 |
| DISSERTATION/INTERNSHIP PROJECT VIVA | 6-DEC-2019-7-DEC-2019 | 24-APR-2020-25-APR-2020 | 10-JUL-2020-11-JUL-2020 |

| | | | |
|---|-------------------------|-------------------------|---------------------------|
| HALL TICKET COLLECTION | 7-DEC-2019 | 25-APR-2020 | 11-JUL-2020 |
| LAST DAY OF THE CLASS | 7-DEC-2019 | 2-MAY-2020 | 11-JUL-2020 |
| FINAL EXAM WEEK | 12-DEC-2019-14-DEC-2019 | 7-MAY-2020-9-MAY-2020 | 16-JUL-2020 - 18-JUL-2020 |
| RESULT PUBLICATION OF FINAL EXAM | 18-DEC-2019 | 13-MAY-2020 | 22-JUL-2020 |
| RESIT/MITIGATION EXAM | 3-JAN-2020-4-JAN-2020 | 22-MAY-2020-23-MAY-2020 | 31-JUL-2020-1-AUG-2020 |
| RESULT PUBLICATION OF RESIT/MITIGATION EXAM | 8-JAN-2020 | 27-MAY-2020 | 5-AUG-2020 |

XXIII. SCHOOL OF IT

A. BSIT PROGRAM - OVERVIEW

Skyline University College undergraduate program leading to the award of Bachelor of Science degree is equipped to meet the needs of dynamic information technology environments. The program focuses on providing graduates with competencies and skills required to design, build, test and apply information technology solutions for organizations.

B. BSIT PROGRAM - RATIONALE

Around the globe, organizations are increasingly becoming more connected, both internally and with other stakeholders like suppliers, customers and government authorities. Information Technology is playing a critical part for achieving excellence; develop product and service mix, enhancing decision making, and achieving sustainable competitive advantage in the organization at the global level.

At the national level, UAE's 2021 Vision aims at developing knowledge based and highly productive economy through innovation and research in science & technology. The UAE is investing heavily in adopting and implementing Information and Communication Technology (ICT) in its government and private sectors. As per the UAE government initiatives like smart governance, m-governance, open innovation, open data infrastructure, drives ICT sector growth in UAE. The increase in both scale and sophistication of the UAE ICT sector has drawn many international IT organizations to locate their office and development center in UAE.

This requires trained man power to meet the requirement of business organizations for implementing IT initiatives at the global and national level.

C. BSIT PROGRAM - LEARNING OUTCOMES

At the end of the program student will be able to:

- a. Demonstrate communication, mathematical, critical enquiry, logical thinking, and analytical skills in designing appropriate information system and problem solving

- b. Demonstrate an understanding of various concepts of Information technology and its applications.
- c. Evaluate security and ethical issues in the context of information technology.
- d. Demonstrate the ability to work in teams and lead information technology projects.
- e. Demonstrate the ability to evaluate and develop solutions for complex and unstructured IT problems

D. GENERAL EDUCATION

i. INTRODUCTION

The general education program at the BSIT 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.

ii. GENERAL EDUCATION - LEARNING OUTCOMES

Student will be able to:

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

GENERAL EDUCATION COURSES

| Code | Course | Credits | Prerequisite |
|-----------------|--|---------|------------------------------|
| CIS1001 | Introduction to Information Technology | 3 | None |
| ENG1001 | English Composition | 3 | None |
| GEN1001 | General Study Skills | 2 | None |
| GEN1002 | Community Services & Sports | 1 | None |
| MAT1001 | Mathematics - I | 3 | None |
| HUM1001 | Introduction to Humanities | 3 | None |
| ENG1102 | Business Communication | 3 | ENG1001-English Composition |
| HUM1002 | Critical Thinking & Problem Solving | 3 | None |
| HUM1003 | Islamic Culture | 3 | None |
| MAT1102 | Mathematics - II | 3 | MAT1001 - Mathematics-I |
| ECO 2001 | Economics | 3 | None |
| SCI2001 | General Science | 3 | None |
| ENG 2103 | Advanced English Composition | 3 | ENG 1001 English Composition |
| TOTAL | 36 | | |

E. CORE COURSES

i. INTRODUCTION

The Core courses aim at providing conceptual background to the students in information technology. Program contents have been designed to expose students to the functions of programming, networking, security and ethical aspects of information technology towards developing an attitude for conducting and leading information technology projects effectively and innovatively.

ii. CORE COURSES - LEARNING OUTCOMES

Student will be able to:

- a. Demonstrate an understanding of computer architecture, programming, software engineering and software project management
- b. Use analytical and logical skills in designing information technology projects
- c. Analyze the ethical and security issues in the development of information technology solutions
- d. Synthesize information technology theory and practices to realize strategic goals
- e. Evaluate processes associated with software development, testing and implementation

CORE COURSES

| Course Code | Course Name | Credit | Prerequisite |
|----------------|--|--------|---|
| BIT1101 | Digital Logic | 3 | MAT 1001 - Mathematics-I |
| BIT2102 | Principles of Programming Language | 3 | CIS 1001 - Introduction to Information Technology |
| BIT2103 | Computer Organization | 3 | BIT1101 - Digital Logic |
| BIT2104 | Web Design and Development | 3 | BIT2102- Principles of Programming Language |
| BIT2105 | Data Structures and Algorithm Analysis | 3 | BIT2102 - Principles of Programming Language |
| BIT2106 | Database Management Systems | 3 | CIS 1001 - Introduction to Information Technology |
| BIT2107 | Human-Computer Interaction | 3 | CIS 1001 - Introduction to Information Technology |
| BIT2108 | Computer Architecture | 3 | BIT2103 - Computer Organization |

| | | | |
|----------------|---|-----------|--|
| BUS3102 | Innovation(P) | 3 | HUM1002 - Critical Thinking & Problem Solving |
| BIT3209 | Operating Systems | 3 | BIT2105 - Data Structures and Algorithm Analysis, BIT2108- Computer Architecture |
| BIT3111 | Computer Networks | 3 | BIT2108 - Computer Architecture |
| BIT3112 | Information Technology Project Management | 3 | CIS 1001 - Introduction to Information Technology |
| BIT3113 | Mobile Application Development | 3 | BIT3209 - Operating Systems |
| BIT4117 | Information Technology and Ethics | 3 | CIS 1001 - Introduction to Information Technology |
| BIT4118 | Big Data Analytics | 3 | MAT1102 - Mathematics - II |
| BIT4219 | Computing Project(P) | 3 | BIT2102 - Principles of Programming Language, ITE3110 - Software Engineering |
| BIT4220 | Information System Audit and Control | 3 | ITE4113-Business Process Modeling, ITE3110-Software Engineering |
| TOTAL | | 51 | |

CAPSTONE COURSES

| Course Code | Course Name | Credit | Prerequisite |
|-----------------|---|----------|--|
| BIT4121 | Strategic Information System Management (C) | 3 | BIT4117- Information Technology and Ethics |
| IND 4101 | Internship (C,S) | 3 | Senior Status |
| TOTAL | | 6 | |

ELECTIVE COURSES (ANY TWO)

| Course Code | Course Name | Credit | Prerequisite |
|----------------|--------------------------------------|----------|---|
| BIT3110 | Distributed Database Systems (E) | 3 | BIT2106 – Database Management Systems |
| BIT3114 | Data Warehousing and Data Mining (E) | 3 | BIT2106 – Database Management Systems |
| BIT3115 | E-Commerce(E) | 3 | CIS 1001 – Introduction to Information Technology |
| BIT3116 | Internet of Things(E) | 3 | BIT3111 - Computer Networks |
| TOTAL | | 6 | |

*S – Senior Level, C – Capstone, E – Elective
E, P – Elective & Protected and P – Protected*

F. ENTERPRISE COMPUTING

i. INTRODUCTION

Enterprise wide information technology known as enterprise systems forms the backbone of the organizations in today's highly dynamic global economic environment. To design better enterprise systems such as Enterprise Resource Planning Systems (ERP), Supply Chain Management Systems (SCM) and Customer Relations Management Systems (CRM), information technology professionals require a good understanding and competencies in enterprise computing. The program will provide students with knowhow to develop reliable, scalable and secure enterprise systems. Students will be equipped to handle complex issues and challenges associated with the enterprise computing. The major prepares the student to analyze enterprise information needs, and recommend appropriate solutions for effective implementation.

ii. ENTERPRISE COMPUTING - LEARNING OUTCOMES

At the end of the program, student will be able to

- a. Demonstrate an understanding of enterprise systems functions and processes
- b. Apply emerging information technologies for the benefit of organization
- c. Analyze unfamiliar business processes for implementing organization wide information technology solutions
- d. Synthesize the enterprise computing theory and practice to realize organizational goals
- e. Evaluate various enterprise systems and its impact on organization

CORE COURSES

| Course Code | Course Name | Credit | Prerequisite |
|----------------|---|--------|--|
| ITE3110 | Software Engineering | 3 | BIT2102-Principles of Programming Language |
| ITE3111 | E-Supply Chain Management | 3 | MAT1102 - Mathematics - II |
| ITE3112 | IT Infrastructure and Emerging Technologies | 3 | BIT3111 - Computer Networks |
| ITE4113 | Business Process Modeling | 3 | BIT2106 - Database Management Systems |
| ITE4114 | Enterprise Information System Security | 3 | BIT3111 - Computer Networks |

CAPSTONE COURSE

| Course Code | Course Name | Credit | Prerequisite |
|----------------|------------------------|--------|---|
| ITE4316 | Enterprise Systems (C) | 3 | ITE3110-Software Engineering, ITE3112 IT infrastructure and Emerging Technologies, ITE4113 - Business Process Modelling |

ELECTIVE - CHOOSE ANY ONE

| Course Code | Course Name | Credit | Prerequisite |
|----------------|--------------------------------------|--------|--|
| ITE4015 | Knowledge Management Technology(E,P) | 3 | None |
| ITE4117 | High Performance Computing (E) | 3 | BIT3111 - Computer Networks |
| ITE4118 | Cloud Computing (E) | 3 | ITE3112- IT Infrastructure and Emerging Technologies |

*S – Senior Level, C – Capstone, E – Elective
E, P – Elective & Protected and P – Protected*

G. COURSE DESCRIPTIONS

CIS1001 INTRODUCTION TO INFORMATION TECHNOLOGY 3 CREDITS

The course is designed to provide students with 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

GEN1001 GENERAL STUDY SKILLS 2 CREDITS

The purpose of this course is to facilitate a smooth transition from a school learning environment to a University Learning environment. Thus the course is designed to develop necessary study skills including numerical skills in students to comprehend the higher order courses. The course is focused on preparing students to learn independently through research and structured assignments.

Pre Requisite: None

ENG1001 ENGLISH COMPOSITION 3 CREDITS

This is a course in English reading and writing skills and has been designed for non-native speakers of English language who are studying to work in the professional environment. Students will learn to read and write correct English sentences, paragraphs and essay structure. The course stresses English syntax and style, organization of material as well as business vocabulary.

Pre-requisite: None

GEN1002 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

| | | |
|----------------|----------------------|------------------|
| MAT1001 | MATHEMATICS-I | 3 CREDITS |
|----------------|----------------------|------------------|

This course introduces to the students about the main mathematical skills used in business applications. The focus of attention is on developing the basic concepts of algebra and calculus such as set theory, relations, Fundamental concepts of graph theory, and fundamentals of counting principles, logic and Boolean algebra, limit of a function, derivatives, and integral calculus.

Pre-requisite: None

| | | |
|----------------|-----------------------------------|------------------|
| HUM1001 | 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

| | | |
|----------------|--|------------------|
| HUM1002 | CRITICAL THINKING AND PROBLEM SOLVING | 3 CREDITS |
|----------------|--|------------------|

This course in Critical Thinking has been designed to prepare students to work in the competitive professional environment where the application of critical thinking is of great importance. Thus, the course prepares students to use the critical thinking process such as differentiating facts versus opinions, analyzing and summarizing findings to help take decisions related to various issues.

Pre-requisite: None

| | | |
|----------------|------------------------|------------------|
| HUM1003 | ISLAMIC CULTURE | 3 CREDITS |
|----------------|------------------------|------------------|

Islam is a code of behavior and a way of life. This course introduces the history of Islamic culture. Students will be able to get an insight into issues of gender, marriage, law, economics, business, art and architecture. The course explains the relationship between the Islamic concepts with society, business and issues of globalization.

Prerequisite: None

| | | |
|----------------|-----------------------|------------------|
| MAT1102 | MATHEMATICS-II | 3 CREDITS |
|----------------|-----------------------|------------------|

This course focuses on the usage of appropriate concepts in quantitative techniques for decision-making. The course offers basic understanding of probability distribution and quantitative techniques for decision in inventory, forecasting and network analysis.

Pre-requisite: MAT1001

| | | |
|----------------|-------------------------------|------------------|
| ENG1102 | 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 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 English communication.

Pre-requisite: ENG1001

| | | |
|----------------|------------------------|------------------|
| SCI2001 | GENERAL SCIENCE | 3 CREDITS |
|----------------|------------------------|------------------|

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

Pre-requisite: None

| | | |
|----------------|------------------|------------------|
| ECO2001 | ECONOMICS | 3 CREDITS |
|----------------|------------------|------------------|

On completing this course the student will be able to understand the underlying concepts of economics, its functions in relations to household and firm level decision making. The student will understand the pricing of factors of production and production services in different competitive environment. The knowledge, tools & techniques learned through this course will prepare the students to understand economic process and activities. It further equips students to understand the influences of macroeconomics on individual businesses and its ability to sustain in the competitive environment.

Pre-requisite: None

| | | |
|----------------|-------------------------------------|------------------|
| ENG2103 | 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.

Pre-requisite: ENG1001

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|-----------------|----------------------|------------------|
| BIT 1101 | DIGITAL LOGIC | 3 CREDITS |
|-----------------|----------------------|------------------|

Students will be introduced to the concepts of Digital logic and will be able to build and design logic gates applications. The students will also be exposed to the fundamentals of assembly language programs to write code for Integrated Circuits (ICs), breadboard and Transistor-Transistor Logic(TTL) circuits.

Pre-requisite: MAT 1001

| | | |
|----------------|---|------------------|
| BIT2102 | PRINCIPLES OF PROGRAMMING LANGUAGE | 3 CREDITS |
|----------------|---|------------------|

In this course students are introduced to Java programming language. The course covers object oriented programming and introduce the object oriented programming concepts including classes and objects, inheritance, packages and interfaces, multithreading, exception handling and String and String Buffer class. The course also includes developing GUI (Applets) based applications using Java.

Pre-requisite: CIS1001

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|----------------|------------------------------|------------------|
| BIT2103 | COMPUTER ORGANIZATION | 3 CREDITS |
|----------------|------------------------------|------------------|

Student will be introduced to computer abstractions and technology, arithmetic & logical operations, integer and floating-point number representation. The course enables student to get an understanding of computer organization, functions of processor, main memory and Input/Output(I/O) devices. The course also covers basics of assembly language programming.

Pre-requisite: BIT1001

| | | |
|----------------|-----------------------------------|------------------|
| BIT2104 | WEB DESIGN AND DEVELOPMENT | 3 CREDITS |
|----------------|-----------------------------------|------------------|

This course helps students to design, create, and maintain web pages and websites using Hyper Text Markup Language(HTML5), Cascading style Sheets(CSS3) and jQuery. The students will able to create interactive forms, control buttons for input and output elements.

The course equips students to create and manipulate graphics. Further the course prepares them to design and implement interactive websites using HTML5, CSS3, JavaScript and jQuery.

Pre-requisite: BIT2102

BIT2105 DATA STRUCTURES AND ALGORITHM ANALYSIS 3 CREDITS

This course introduces students to data structures such as linked lists, stacks, queues and trees. Students will learn how to create and perform simple operations on data structures. The course enables students to write code of linked lists, stacks, queues and trees and analyze the various data structure algorithms.

Pre-requisite: BIT2102

BIT2106 DATABASE MANAGEMENT SYSTEMS 3 CREDITS

This course introduces the student to the basic concepts of Database Management Systems and different types of conceptual data modeling techniques are also introduced. Students will learn to develop an Entity Relationship(ER) diagram that reflects the data in an organization and to convert the ER diagram to database. Complete database design and querying skills are given to the student through Structured Query Language (SQL). Hands on lab exercises are included in SQL to practice creation and querying of database.

Pre-requisite: CIS1001

BIT2107 HUMAN-COMPUTER INTERACTION 3 CREDITS

Human-Computer Interaction (HCI) enables students to understand the interaction between the computer systems and users. The course will cover User Interface (UI) design and usability test. The course will cover topics including User interaction development requirements, usability specifications, design, prototyping, and evaluation of interactive design technologies.

Pre-requisite: CIS1001

BIT2108 COMPUTER ARCHITECTURE 3 CREDITS

Student will be introduced to computer system architecture which includes multiprocessors and memories. The course also focuses on pipelined cache microarchitecture, cache optimizations and buffer system. Course enables students to analyze computer architecture design problems. Students will learn how to evaluate design decisions in the context of past, current, and future application

Pre-requisite: BIT2103

| | | |
|----------------|-----------------------|------------------|
| BUS3102 | INNOVATION (P) | 3 CREDITS |
|----------------|-----------------------|------------------|

Course on innovation provides a contemporary view of conceiving, developing and managing innovation that focuses on Information Technology prototype development or internal management process. The course will also equip students to engage in an innovative thought process that are useful in improving IT process.

Pre-requisite: HUM1002

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|----------------|-------------------------|------------------|
| BIT3209 | OPERATING SYSTEM | 3 CREDITS |
|----------------|-------------------------|------------------|

Operating Systems (OS) as a subject is important in the context of growing computer applications. The course enables students to understand the concepts of OS, process scheduling and synchronization, deadlock and starvation, threads, memory, Input / Output (I/O) devices and file management system. The course also equips the students to analyze the relationship between OS and its environment and to evaluate the performance of various resource scheduling algorithms.

Pre-requisite: BIT2105, BIT2108

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|----------------|-------------------------------------|------------------|
| BIT3110 | DISTRIBUTED DATABASE SYSTEMS | 3 CREDITS |
|----------------|-------------------------------------|------------------|

This course focuses on the design and system issues related to distributed database management systems. Students will learn the usage of different design methods for distributed databases, and they will study concepts of distributed database architecture, database control, optimizing query, controlling replication, handling concurrency and deadlock and distributed database security.

Pre-requisite: BIT2106

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|----------------|--------------------------|------------------|
| BIT3111 | COMPTUER NETWORKS | 3 CREDITS |
|----------------|--------------------------|------------------|

This course introduces an overview of computer networking in understanding layered architecture, fundamentals of digital communication and different types of network topologies and protocols along with the functions of each layer. The main focus of the course is on TCP/IP model, Congestion control, Quality of Service, cryptography and network security.

Pre-requisite: BIT2108

BIT3112 INFORMATION TECHNOLOGY PROJECT MANAGEMENT 3 CREDITS

Information Technology (IT) Project Management course emphasizes on managing IT projects within the specific scope, time, cost and quality. The different phases of the IT project are to be taught to the students in the course, which includes identification of the need or problem, development of the proposed solutions, and implementation of the solution. Students will be taught to use software for managing IT projects. Hence, students will learn to develop work break down structures, network diagram, and identify critical path. Hands-on experience will be given to students using Microsoft (MS) Project.

Pre-requisite: CIS1001

BIT3213 MOBILE APPLICATION DEVELOPMENT 3 CREDITS

The course equips students with fundamental concepts of mobile application development using Java for Android Operating System (OS). The course will help students to understand and develop Android based applications. Students will learn about Android activity life cycle along with User Interface (UI) objects for application development. The student will be able to run, test and implement the developed application in the real time environment.

Pre-requisite: BIT2102

BIT3115 E-COMMERCE (E) 3 CREDITS

This course focuses to make the students understand the ways and means of doing business with Internet enabled technologies. The students will understand how Internet can be used to communicate, track and transact with the customers, suppliers and other related organizations for the benefit of business. Also, the emphasis is given in the course towards the new trends of e-commerce services that have emerged after initial e-commerce revolution. The students will also learn to define various business models in e-commerce operation and issues in adopting e-commerce in a seamless manner with the existing way of traditional operations.

Pre-requisite: CIS1001

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|----------------|---------------------------|------------------|
| BIT3116 | INTERNET OF THINGS | 3 CREDITS |
|----------------|---------------------------|------------------|

The course outlines the background of Internet of Things (IoT) and Machine-to-Machine (M2M) communications and services. The course elaborates M2M and IoT from three perspectives - Vision, Market and Architectural overview. Students will learn how to derive information and knowledge, and how to integrate it into enterprise processes as well as system architectures.

Pre-requisite: BIT3111

| | | |
|----------------|--|------------------|
| BIT4117 | INFORMATION TECHNOLOGY AND ETHICS | 3 CREDITS |
|----------------|--|------------------|

This course provides the framework to identify and analyze various ethical issues related to fields of information technology and understand how to make ethical decisions. It also takes an overview on the complex environment of ethical decision-making in organizations. Further the course explains the importance of social responsibilities and how ethical practices can be integrated into strategic decisions.

Pre-requisite: CIS1001

| | | |
|----------------|---------------------------|------------------|
| BIT4118 | BIG DATA ANALYTICS | 3 CREDITS |
|----------------|---------------------------|------------------|

This course helps students to gain an understanding of Big Data technologies which is used to extract, store, organize, review and analyze large amounts of data using R programming. Students will be exposed to Clustering, Association Rules, Regression, Classification, Time Series and Text analysis. Student will also use open source software framework Apache Hadoop to learn advance analytics techniques such as Map Reduce and Hadoop.

Pre-requisite: MAT 1102

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|----------------|------------------------------|------------------|
| BIT4219 | COMPUTING PROJECT (P) | 3 CREDITS |
|----------------|------------------------------|------------------|

Students will be given an integrated approach to develop a computing project. Students will design and test software solutions to address the organizational or societal requirements as a group project. The course will enable students to critically evaluate and justify proposed design solutions.

Pre-requisite: BIT2102, ITE3110

BIT4320 INFORMATION SYSTEM AUDIT AND CONTROL 3 CREDITS

As Information Systems are becoming center of critical business operations it is essential to evaluate various authorizations and controls regularly. In this course student will learn how Information system audit is planned, organized and executed, and their results communicated to the organization. Students will learn how to develop and implement risk-based IS audit strategies and objectives in compliance with generally accepted audit standards to ensure that the organization's IT assets are adequately controlled, monitored, and assessed, and are aligned with its business objectives.

Pre-requisite: CIS1001, ITE4113 & ITE3110

BIT4221 STRATEGIC INFORMATION SYSTEMS MANAGEMENT (C,S) 3 CREDITS

This course is designed to address the tactical, operational, and strategic responsibilities and roles of Information System management professional in leveraging their Information System resources. Emphasis is placed on current/emerging issues/opportunities in creating and coordinating the key activities necessary to ensure Information System's contribution to the success of the organizational structure, managing emerging information system and technologies, monitoring ethical practices and Information System strategy for competitive advantage.

Pre-requisite: Senior status, BIT4117

IND4101 INTERNSHIP(C,S) 3 CREDITS

The internship program provides an opportunity to students to work, learn, and gain hands-on experience in an organization. It helps students to develop a professional understanding of an industry in their major area of study. Students are able to apply the knowledge gained in classrooms in a work setting, thus enriching their learning experience.

Pre-requisite: Senior Status

ITE3110 SOFTWARE ENGINEERING 3 CREDITS

The course enables the students to develop understanding of major phases of the software life cycle right from specifying software requirements and specification. Apart from this understanding of conceptual model design, its implementation, testing and verification are given emphasis. Student is also made aware of Software quality assurance processes.

Pre-requisite: BIT2102

ITE4015 **KNOWLEDGE MANAGEMENT TECHNOLOGY (E, P)** **3 CREDITS**

The ability to manage knowledge has become increasingly important in today's knowledge economy. Knowledge is considered a valuable commodity, embedded in products and in the tacit knowledge of highly mobile individual employees. The emergence of information and knowledge is a key factor in developing and maintaining a competitive advantage. This requires organizations to manage its knowledge effectively. The purpose of this course is to acquaint students with various knowledge management concepts and technologies.

Pre-requisite: None

ITE4416 **ENTERPRISE SYSTEM (C, S)** **3 CREDITS**

The course focuses on identifying and solving large complex problems by using enterprise computing technologies. Also, included are the basic architecture and technology principles that comprise enterprise computing environments. This course analyzes various aspects of Enterprise Systems and describes the evolution and functions of Enterprise Systems, focusing on issues related to their implementation and upgrading.

Pre-requisite: Senior status, ITE3110, ITE3112 & ITE4113

ITE4118 **CLOUD COMPUTING** **3 CREDITS**

This course covers the fundamentals of cloud computing and provides the skills and knowledge required to effectively evaluate and assess the business and technical benefits of cloud computing for a business organization. Furthermore, it will familiarize students to use the basic tools and concepts to implement cloud computing in organization to get the competitive edge in ever changing technology trends.

Pre-requisite: ITE3112

ITE4119 **HIGH PERFORMANCE COMPUTING** **3 CREDITS**

High Performance Computing (HPC) has been known as one key area to sustain technological innovation and nurture computing discoveries. The course offers an introduction to HPC and includes the main architectural components of a supercomputer, major parallel programming paradigms, and relevant parallel algorithms in computational science. Student will develop the right skills to design parallel applications and program modern HPC platforms.

Pre-requisite: BIT3111

H. ACADEMIC CALENDAR

i. BSIT WEEKDAYS ACADEMIC QUICK REFERENCE CALENDAR

| ACTIVITIES | FALL 2019 | SPRING 2020 | SUMMER 2020 |
|---|--|--|---|
| COMMENCEMENT OF CLASS [OLD INTAKE] | 03-SEP-2019 | 05-JAN-2020 | 17-MAY-2020 |
| COMMENCEMENT OF CLASS [NEW INTAKE] | 22-SEP-2019 | 19-JAN-2020 | 31-MAY-2020 |
| ORIENTATION DAY | 22-SEP-2019 & 01-OCT-2019 | 19-JAN-2020 | 31-MAY-2020 |
| 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 | 14-NOV-2019 [TENTATIVE] | N/A | N/A |
| DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT | 17-SEP-2019 | 15-JAN-2020 | 17-MAY-2020 |
| ADVISORY PRESENTATION | 03-OCT-2019 | 30-JAN-2020 | 27-MAY-2020 |
| 1 ST ADVISING MEET WITH ADVISOR [IN OFFICE] | 29 SEP 2019 TO 03-OCT-2019 | 26-JAN-30- JAN-2020 | 15-27-MAY-2020 |
| HALL TICKET COLLECTION OF MID-TERM EXAM | 10-OCT-2019 | 26-MAR-2020 | 02-JUN-2020 |
| MID-TERM EXAM WEEK | 27-OCT-31- OCT-2019 | 01-05-MAR- 2020 | 17-18-JUN-2020 |
| RESULT PUBLICATION OF MID-TERM EXAM | 06-NOV-2019 | 11-MAR-2020 | 24-JUN-2020 |
| MITIGATION EXAM - MID-TERM | 19-21-NOV-2019 | 16-18-MAR- 2020 | 01-02-JUL-2020 |
| 2 ND ADVISING MEET WITH ADVISOR [IN OFFICE] | 17-21-NOV-2019 | 11-15-APR- 2020 | 05-09-JUL-2020 |
| ADVISORY MEET | 21-NOV-2019 | 16-MAR-2020 | 16-JUL-2020 |
| DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT | 03-DEC-2019 | 9-APR-2020 | 09-JUL-2020 |
| DISSERTATION/INTERNSHIP PROJECT VIVA | 02-05-DEC-2019 | 26-30-APR- 2020 | 16-JUL-2020 |
| HALL TICKET COLLECTION | 05-DEC-2019 | 30-APR-2020 | 16-JUL-2020 |
| LAST DAY OF THE CLASS | 05-DEC-2019 | 30-APR-2020 | 16-JUL-2020 |
| FINAL EXAM WEEK | 08-12-DEC-2019 | 03-07-MAY- 2020 | 19-20-JUL-2020 |

| | | | |
|---|----------------|----------------|----------------|
| RESULT PUBLICATION OF FINAL EXAM | 17-DEC-2019 | 13-APR-2020 | 29-JUL-2020 |
| RESIT/MITIGATION EXAM | 01-05-JAN-2020 | 18-21 MAY-2020 | 09-10-AUG-2020 |
| RESULT PUBLICATION OF RESIT/MITIGATION EXAM | 08-JAN-2020 | 27-MAY-2020 | 19-AUG-2020 |

ii. BSIT WEEKEND ACADEMIC QUICK REFERENCE CALENDAR

| ACTIVITIES | FALL 2019 | SPRING 2020 | SUMMER 2020 |
|--|--|--|--|
| COMMENCEMENT OF CLASS [OLD INTAKE] | 6-SEP-2019 | 10-JAN-2020 | 15-MAY-2020 |
| COMMENCEMENT OF CLASS [NEW INTAKE] | 20-SEP-2019 | 17-JAN-2020 | 29-MAY-2020 |
| ORIENTATION DAY | 20-SEP-2019 | 17-JAN-2020 | 29-MAY-2020 |
| TUTION FEES PAYMENT | BEFORE 10 TH OF EVERY MONTH | BEFORE 10 TH OF EVERY MONTH | BEFORE 10 TH OF EVERY MONTH |
| STATEMENT OF ACCOUNT | 5-OCT-2019 | 7-FEB-2020 | 31-MAY-2020 |
| GRADUATION CEREMONY | 14-NOV-2019 | | |
| DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT | 17-SEP-2019 | 18-JAN-2020 | 15-MAY-2020 |
| ADVISORY PRESENTATION | 4-OCT-2019 | 1-FEB-2020 | 16-MAY-2020 |
| 1 ST ADVISING MEET WITH ADVISOR [IN OFFICE] | 9-OCT-2019 | 14-FEB-2020-15-FEB-2020 | 22-MAY-2020-23-MAY-2020 |
| HALL TICKET COLLECTION OF MID-TERM EXAM | 26-OCT-2020 | 22-FEB-2020 | 5-JUN-2020-6-JUN-2020 |
| MID-TERM EXAM WEEK | 31-OCT-2019-2-NOV-2019 | 5-MAR-2020-7-MAR-2020 | 11-JUN-2020-13-JUN-2020 |
| RESULT PUBLICATION OF MID-TERM EXAM | 6-NOV-2019 | 11-MAR-2020 | 17-JUN-2020 |
| MITIGATION EXAM - MID-TERM | 22-NOV-2019-23-NOV-2019 | 20-MAR-2020-21-MAR-2020 | 26-JUN-2020-27-JUN-2020 |
| 2 nd ADVISING MEET WITH ADVISOR [IN OFFICE] | 22-NOV-2019-23-NOV-2019 | 20-MAR-2020-21-MAR-2020 | 19-JUN-2020-20-JUN-2020 |
| ADVISORY MEET | 9-NOV-2019 | 20-MAR-2020 | 19-JUN-2020 |

| | | | |
|---|-------------------------|-------------------------|---------------------------|
| DEADLINE TO SUBMIT THE DISSERTATION/INTERNSHIP/INTERMSHIP PROJECT | 29-NOV-2019 | 10-APR-2020 | 4-JUL-2020 |
| DISSERTATION/INTERNSHIP PROJECT VIVA | 6-DEC-2019-7-DEC-2019 | 24-APR-2020-25-APR-2020 | 10-JUL-2020-11-JUL-2020 |
| HALL TICKET COLLECTION | 7-DEC-2019 | 25-APR-2020 | 11-JUL-2020 |
| LAST DAY OF THE CLASS | 7-DEC-2019 | 2-MAY-2020 | 11-JUL-2020 |
| FINAL EXAM WEEK | 12-DEC-2019-14-DEC-2019 | 7-MAY-2020-9-MAY-2020 | 16-JUL-2020 – 18-JUL-2020 |
| RESULT PUBLICATION OF FINAL EXAM | 18-DEC-2019 | 13-MAY-2020 | 22-JUL-2020 |
| RESIT/MITIGATION EXAM | 3-JAN-2020-4-JAN-2020 | 22-MAY-2020-23-MAY-2020 | 31-JUL-2020-1-AUG-2020 |
| RESULT PUBLICATION OF RESIT/MITIGATION EXAM | 8-JAN-2020 | 27-MAY-2020 | 5-AUG-2020 |

XXIV. FACULTY MEMBERS AND THEIR CREDENTIALS

A. SCHOOL OF BUSINESS

BBA - FULL TIME

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|-------------------------|---------------------|------------------------------------|-----------------------------------|---|
| 1 | Dr. Amitabh Upadhya | Professor | MA (Pol. Science) | D. Phil (Public Administration) | University of Lucknow |
| | | | PG Diploma in Marketing Management | | |
| 2 | Dr. Nizar M.F. Sahawneh | Professor | Master of Arts (Economics) | D. Phil (Cooperation) | Maharaja Sayajirao University of Baroda |
| 3 | Dr. Sakthivel A.M. | Professor | Master of Business Administration | D. Phil (Business Administration) | Utkal University |
| 4 | Dr. Osama Ali Thawabeh | Associate Professor | M.Sc. (Physics) | D. Phil in Science (Physics) | University of Rajasthan, Jaipur |
| 5 | Dr. Mohit Vij | Associate Professor | Master of Tourism Management | D. Phil (Tourism) | Kurukshetra University |
| | | | MBA (HEC Montreal) | | |
| 6 | Dr. J. Shanmugan | Associate Professor | MBA (Systems with Marketing) | D. Phil (Management) | Bharathiar University |
| 7 | Dr. Haitham Alzoubi | Associate Professor | Master in Business Administration | D. Phil (Management) | Amman Arab University |

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|----|------------------------------|---------------------|---|---|---|
| 8 | Dr. Kakul Agha | Assistant Professor | Master in Public and Personnel Management | D. Phil (Business Administration) | Aligarh Muslim University |
| 9 | Dr. Sharon Mendoza Dreisbach | Assistant Professor | Master in Public Administration | Doctor in Management (Human Resources Management) | Notre Dame of Dadiangas University |
| 10 | Dr. Wilson Gachiri | Assistant Professor | Master of Arts in Population Studies | D. Phil (Development & Research) | Howard University |
| | | | Masters of Development Administration | | |
| 11 | Dr. Ramakrishna Y. | Assistant Professor | M. Phil (Management) | D. Phil (Management Science) | Jawaharlal Nehru Technological University |
| | | | M.SC in Technology (Geo-Physics) | | |
| 12 | Dr. Tariq Mehmood | Assistant Professor | MBA (Marketing/ Management) | D. Phil (Monetary Economics) | International University of America |
| 13 | Dr. Bashar Almansour | Assistant Professor | Master of Science in Finance | Doctor of Philosophy in Finance | University of Utara Malaysia |
| 14 | Dr. Pranav Kumar | Assistant Professor | Master of Business Administration in Marketing Management | Doctor of Philosophy in Marketing | University of Utara Malaysia |

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|----|-----------------------------|----------------|---|---|-----------------------------------|
| 15 | Dr. Robinson Joseph | Lecturer | Master of Business Administration (Finance) | D. Phil (Commerce) | Madurai Kamaraj University |
| | | | Master of Commerce in Finance | | |
| | | | Master of Philosophy in Management | | |
| 16 | Dr. Petr Svoboda | Lecturer | Master of Arts in Business Management | Doctor of Philosophy in Management | University of Economics in Prague |
| 17 | Dr. Hamzah Hussein Elrehail | Lecturer | MBA major in Management Information | Doctor of Philosophy in Business Management | Girne American University |
| 18 | Mr. Mahmoud Al Sakhnini | Sr. Instructor | Master of Computer and Information Systems | - | Yarmouk University |

BBA - ADJUNCT FACULTY MEMBERS

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|--------------------|----------|---|--|--|
| 1 | Dr. Aqila Begum | Lecturer | MBA in Financial Management | Doctor of Philosophy in Finance | Birla Institute of Technology and Sciences, Pilani |
| | | | MPhil Management | | |
| 2 | Dr. Eugin Prakash | Lecturer | Master of Commerce | PhD in Finance and Banking | Banasthali University |
| | | | | PhD in Accounting and Finance | Kings College London |
| 2 | Dr. Kamachi K. | Lecturer | Master of Engineering in Computer Science and Engineering | Doctor of Philosophy in Computer Science and Engineering | Sunrise University |
| | | | Master of Computer Application | | |
| 4 | Mr. Rafat Karajeh | Lecturer | Master of Computer Science | | University of Mysore |
| 5 | Mr. Akram Baddoura | Lecturer | Master of Education in Educational Management | - | The University of Sheffield |
| 6 | Mr. Kumar Venkata | Lecturer | Master of Science in Mathematics | | ANU |

B. SCHOOL OF IT

BSIT - FULL TIME

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|--------------------|---|---|--|-------------------------------|
| 1 | Dr. Deepak Kalra | Associate Professor, Dean- School of IT | MBA (Marketing) | D. Phil (Management) | Banasthali University |
| 2 | Dr. Manas Pradhan | Associate Professor | Master of Science in Physic | Doctor of Philosophy in Computer Science | University of Mysore |
| 3 | Dr. Beenu Mago | Assistant Professor | Master of Computer Applications | D. Phil (Computer Science) | Banasthali University |
| 4 | Dr. Mohammad Afifi | Assistant Professor | Master of Computer Science | Doctor of Philosophy in Computer Science | University of Sindh |
| 5 | Dr. Karamath Ateeq | Instructor | Master of Engineering in Electrical & Electronics Engineering (Applied Electronics) | Doctor of Philosophy in Computer Science and Engineering | Bharathisan University |

BSIT - ADJUNCT FACULTY MEMBERS

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|----------------------|----------|---------------------------------|--------------------------|-------------------------------|
| 1. | Dr. Victoria Verna | Lecturer | Master of Arts (English) | D. Phil (English) | Bharathisan University |
| 2. | Dr. Om Prakash Bohra | Lecturer | Master of Arts in Economics | D. Phil (Social Studies) | Rajasthan University |
| 3. | Dr. Meena Varma | Lecturer | Masters in Physics | PhD in Physics | Kerala University |

GENERAL EDUCATION - FULL TIME

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|--------------------------|--|--|-------------------------------------|--|
| 1 | Dr. John Senior | Associate Professor, Head of General Education | Master of Arts in Education major in TESOL | Doctor of Philosophy in English | Rhodes University |
| 2 | Dr. Mohammad Abdul Salam | Assistant Professor | Master of Computer Applications | D. Phil (Computer Science) | Banasthali University |
| 3 | Dr. Taleb Eli | Lecturer | Master in Women's & Gender Studies | PhD English Language & Literature | Sidi Mohamad Ben Abdullah University |
| 4 | Ms. Nadine Felix | Sr. Instructor | Masters in Applied Language Studies | Masters in Applied Language Studies | Nelson Mandela Metropolitan University |

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|---|-----------------------------|----------------|---|---|--|
| 5 | Mr. Muhamad Hosain Habboosh | Sr. Instructor | Master of Arts in Linguistic Studies | Master of Arts in Linguistic Studies | University of Essex |
| 6 | Mr. Mohsine Khazrouni | Sr. Instructor | Master of Arts in Interpreting and Translations | Master of Arts in Interpreting and Translations | Stanford University |
| 7 | Mr. Omar Hikmat Sattar | Instructor | Master of Arts in English Language and Literature Studies | Master of Arts in English Language and Literature Studies | University of Social Sciences and Humanities, Poland |
| 8 | Mr. Mahmoud Sakhnini | Sr. Instructor | Master of Computer and Information Systems | Master of Computer and Information Systems | Yarmouk University |

GENERAL EDUCATION - ADJUNCT FACULTY MEMBERS

| S. NO | Name of Faculty | Rank | Specialization At Masters Level | Highest Degree Earned | Degree Conferring Institution |
|-------|--------------------|----------|----------------------------------|----------------------------------|-------------------------------|
| 1 | Dr. Victoria Verna | Lecturer | Master of Arts (English) | D. Phil (English) | Bharathisan University |
| 2 | Ms. Shaista Irfan | Lecturer | Masters of Science (Electronics) | Masters of Science (Electronics) | Pune University |

XXV. DIRECTORY

| ACADEMIC AFFAIRS COUNCIL | | | |
|----------------------------------|---|------|--|
| NAME | DESIGNATION | EXT. | EMAIL |
| Dr. Mohammad Hasan Saleh Inairat | Professor, Vice Chancellor | 7007 | vc@skylineuniversity.ac.ae vc.office@skylineuniversity.ac.ae |
| Dr. Osama Ali Thawabeh | Associate Professor, Dean-Student Affairs (DSA) | 7011 | dean.sa@skylineuniversity.ac.ae |
| Dr. Ajith Kumar | Associate Professor, Dean-School of Business | 7010 | dean.sob@skylineuniversity.ac.ae sob.office@skylineuniversity.ac.ae |
| Dr. Deepak Kalra | Associate Professor, Dean - School of IT | 7077 | dean.soit@skylineuniversity.ac.ae soit.office@skylineuniversity.ac.ae |
| Dr. Naseem Abidi | Professor, Head - Institutional Research, Quality Assurance, Outreach & Accreditation | 7009 | irqa@skylineuniversity.ac.ae |
| Ms. Sunita Marwaha | Dy. Director - Academic Support Services (DYASS) and Registrar | 7099 | dass@skylineuniversity.ac.ae |
| Mr. Firas Al Tabbaa | Dy. Director - Public Relations | 7013 | dopr@skylineuniversity.ac.ae |
| Mr. Rakesh Gaur | Director-Marketing & Communications | 7014 | domc@skylineuniversity.ac.ae |

| ACADEMIC FACULTY MEMBERS | | | |
|--|---------------------|------|--|
| NAME | DESIGNATION | EXT. | EMAIL |
| Dr. Amitabh Upadhyia | Professor | 7060 | amitabh@skylineuniversity.ac.ae |
| Dr. Nizar M.F. Sahawneh | Professor | 7063 | snizar@skylineuniversity.ac.ae |
| Dr. Mohit Vij | Associate Professor | 7047 | mvij@skylineuniversity.ac.ae |
| Dr. J. Shanmugan | Associate Professor | 7067 | jshanmugan@skylineuniversity.ac.ae |
| Dr. Haitham Muhammad Musa Alzoubi | Associate Professor | 7044 | haitham.alzubi@skylineuniversity.ac.ae |
| Dr. Sharon (Shaimah) Mendoza Dreisbach | Assistant Professor | 7049 | sharon@skylineuniversity.ac.ae |
| Dr. Wilson Gachiri | Assistant Professor | 7042 | wilson@skylineuniversity.ac.ae |
| Dr. Ramakrishna Yanamandra | Assistant Professor | 7048 | ramakrishna@skylineuniversity.ac.ae |
| Dr. Kakul Agha | Assistant Professor | 7064 | kakul.gha@skylineuniversity.ac.ae |
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XXVI. 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 International Air Transport Association (IATA), Confederation of Tourism and Hospitality (CTH), Association of Chartered Certified Accountant (ACCA) with Gold Status membership, International Council of Electronic Commerce Consultants (EC Council), AMIDEAST and IDP IELTS.

XXVII. LOCATION MAP

