

# **UNDERGRADUATE CATALOG**

## **AY 2016-17**

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### **LOCATION MAP**

# SECTION I – INSTITUTIONAL INFORMATION

## I. FOUNDER PRESIDENT'S MESSAGE

It is with a feeling of great satisfaction that I look back, over the twenty five plus years of journey traversed by the Skyline University College (SUC) that started in 1990. One of the many reasons of this satisfaction comes from the contribution we have been able to make to the society to which we belong and in pioneering a new paradigm in higher education. Being one of the oldest privately operated institution of higher learning in the UAE is certainly a matter of pride for us.

Over the years SUC morphed into a mature University College from a modest beginning of an institute conducting certification programs. The learning experience through the course of this journey has been very rewarding. SUC today is a prestigious name 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 Travel & Tourism Management at the Under Graduate level, amongst several others. The characteristic feature of SUC programs is that they have been developed with the business and industry trends in view and with consultations of the industry experts, who are associated with SUC as employers of our graduates, advisors of SUC, and a large and influential alumni, besides many more stakeholders that SUC always looks forward to. The industry academia interactions for reinforcing our programs from time to time has been our core strength.

We are also fortunate to be part of the Sharjah University City, which in turn is part of 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 this direction the Academic Affairs Committee of SUC is already working to add a 'School of IT' and expand the 'School of Business' with a DBA program.

Guided by our Mission, SUC has remained focused on imparting knowledge, skills and values to our students. In the recent past however, the emphasis on community outreach programs has seen some outstanding efforts by students, staff and faculty members towards water conservation and tree plantation. 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 PRESIDENT***

## II. DEAN'S MESSAGE

It gives me immense satisfaction to be addressing you through this catalogue. Guided by the Vision of SUC we are committed to provide knowledge, skills and value based education as one of the oldest institutions of higher learning in the UAE. We wish that every Skyline University College (SUC) graduate excels in all walks of life and earns accolade both as a good human being and as a successful professional. SUC strives to groom its graduates to take the world head-on as efficient & effective business managers. We take upon ourselves the responsibility of nurturing aspirants to become professionals with compassion for the community in all their endeavors.

We at SUC maintain pace with the changing times and offer world class curriculum across all our programs. An active industry academia relationship is maintained to improve the curriculum and it is these interactions that keep the curriculum dynamic. Keeping close cooperation with business & industry has always been part of SUC academic philosophy. SUC being a home grown institution understands the demands in the field of higher education well, within the UAE and the region as well as at the International level, and has assimilated in its courses the necessary ingredients for optimum outcome. Besides curricular learning SUC offers ample opportunities to its students in extracurricular and co-curricular activities. SUC has been involved in extensive Social and Community services and takes upon itself the responsibility to identify and design programs that will help the community gain valuable benefits.

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

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

This catalog is a compendium of all information that you require to know about the Skyline University College and its programs. Your decision to choose any of the SUC programs will chart the course of your professional life. We will be happy to welcome you and guide you through the program to ensure that you realize your dream and contribute meaningfully to society.

**Professor (Dr.) Amitabh Upadhyia**  
**Dean**

### III. SKYLINE UNIVERSITY COLLEGE BOARD OF GOVERNORS

**1. Mr. Kamal Puri**

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

**2. Mr. Ahmed Al Ashram**

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

**3. Dr. Ghanem Al Hajri**

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

**4. Mr. Dalal Sa'Adeddine**

Managing Director, Bin Majid Beach Hotel/Resort, Ras Al Khaimah, UAE

**5. Mr. Marwan Al Sarkal**

Chief Executive Officer, Sharjah Investment & Development Authority (SHUROOQ), Sharjah, UAE

**6. Dr. Mouza Ghubash**

Director, Al Rewaq Cultural & Charity Association

**7. Mr. Nashat Farhan Sahawneh**

Chairman, Al Hamad Group

**8. Dr. Ibrahim Barakeh**

Principal, Al Shola Private School, Sharjah

## **IV. EXECUTIVE COUNCIL AT SKYLINE UNIVERSITY COLLEGE**

**1. Mr. Nitin Anand**

Chair of Executive Council

**2. Dr. Amitabh Upadhya**

Dean and Chair of Academic Affairs Council

**3. Dr. Sudhakar Kota**

Head of Quality Assurance and Vice Chair of Academic Affairs Council

## V. MEMBERS OF ACADEMIC AFFAIRS COUNCIL

1. **Dr. Amitabh Upadhya**

Dean & Chair of Academic Affairs Council

2. **Dr. Sudhakar Kota**

Head of Quality Assurance & Vice Chair of Academic Affairs Council

3. **TBA**

Head of Academics

4. **Ms. Sunita Marwaha**

Registrar & Head of Academic Support Services

5. **Dr. Osama Thawabeh**

Head of Student Affairs

## VI. COMMITTEE MEMBERS

### ACADEMIC PLANNING AND OPERATIONS COMMITTEE

**1. TBA**

Chair – Academic Planning and Operations Committee

**2. Dr. Riktesh Srivastava**

Coordinator – Learning Support Services

**3. Dr. Ajith Kumar**

Coordinator – Centre for Professional Development

### RESEARCH COMMITTEE

**4. Dr. Nadir Ali Kolachi**

Chair of Research Committee

**5. Dr. Manoj Kumar**

Coordinator, Research Committee

**6. Dr. Gouher Ahmed**

Coordinator, Research Committee

### TEACHING EFFECTIVENESS COMMITTEE

**7. Dr. Mohit Vij**

Chair of Teaching Effectiveness Committee

**8. Dr. Kakul Agha**

Coordinator, Teaching Effectiveness Committee

## COMMUNITY SERVICES COMMITTEE

### 9. Mr. Abdul Salam

Chair of Community Services Committee

### 10. Dr. Mahesh Agnihotri

Coordinator, Community Services Committee

## VII. GLOSSARY OF TERMS

ACADEMIC CALENDAR	Detailed schedule of SUC academic activities during the academic year
ACADEMIC STANDING	Determined by the quality and quantity of satisfactory academic work completed during the stay at the SUC
ACADEMIC YEAR	Consists of Fall, Spring and Summer semesters
ACCELERATED BBA PROGRAM	It is a program which provides student with the option to complete their four year BBA program in three years' time by taking maximum 12 credits hours during summer semester provided he /she maintains a CGPA of 2.5 or above without failing in any of the courses during first three semesters of the BBA program.
ADDING / DROPPING	Addition or dropping courses from the course plan within two weeks of starting the semester
ADMISSION	Process through which students undergo while being admitted in SUC
ADVISOR	A faculty member with the closest expertise relevant to the student's field of study, assigned to the group of students
ALUMNI	Former students who have graduated from SUC
ARTICULATION	Agreement or arrangement with other accredited universities/institutions
BACHELOR'S DEGREE	An eight (8) semesters BBA study Program
BBA	Bachelor of Business Administration
CANCELLATION	A student who wishes to discontinue the study for the semester
CAPSTONE	A mandatory course offered to Senior status students. Minimum pass 'C' grade and no Transfer Of Credit will be allowed. Requirement for graduation.
CATALOG	Comprehensive information about the admission and academic policy, programs offered, academic progression and course descriptions of courses offered in SUC
CDP	Course Delivery Package
CGPA	Cumulative Grade Point Average
CREDIT HOURS	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



<b>SGPA</b>	<b>Semester Grade Point Average</b>
<b>SEMESTER</b>	<b>Period of time an institution offers consisting of 15 weeks</b>
<b>SO</b>	<b>Sophomore</b>
<b>SR</b>	<b>Senior</b>
<b>SUC</b>	<b>Skyline University College</b>
<b>SUSPENSION</b>	<b>Academic standing of student failing to fulfill the academic progression requirement even after the final warning</b>
<b>TOC</b>	<b>Transfer of Credit</b>
<b>TUITION FEE</b>	<b>Charges paid for pursuing the degree</b>
<b>FINAL WARNING</b>	<b>Warning given to a student who was initially placed on probation and is still unable to improve his academic performance as per qualitative and quantitative requirements.</b>
<b>WEEKDAYS</b>	<b>Courses conducted from Sunday to Thursday with 45 contact hours.</b>
<b>WEEKEND</b>	<b>Courses conducted on Friday and Saturday with 45 contact hours.</b>
<b>WITHDRAWAL</b>	<b>Student dropping the course after two weeks of starting the semester</b>

## 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 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 Persian 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 and 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 and 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 and till date.

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 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.

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. 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.

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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 and the Judicial Studies and 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.

## IX. OVERVIEW OF SKYLINE UNIVERSITY COLLEGE

Skyline University College (SUC) was established in 1990 in Sharjah, a city that has been recognized as a hub for education, culture and heritage by UNESCO. SUC was established under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, 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 Systems, Marketing, Business Management and Finance sectors, and is, presently, one of the leading universities in the Northern Emirates.

The programs offered by SUC are fully-approved and accredited by the Ministry of Higher Education and Scientific Research, UAE. SUC offers Bachelor of Business Administration (BBA) in Travel & Tourism Management, Information Systems, International Business, Marketing & Retail Management, Finance and Public Administration. Master of Business Administration (MBA) Programs are offered, with Emphasis in Marketing, Finance, Human Resource Management, Strategic Management & Leadership and E-governance.

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. To fulfill the needs of industry, SUC is in the process of introducing Bachelor & Master of Science in Information Technology and Doctor of Business Administration (DBA) in the forthcoming academic year upon approval from Ministry of Higher Education and Scientific Research.

SUC has carved out a name for itself in local, regional and international markets as a quality business education provider 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 teaching in classrooms and research work effectively, 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 with 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 events.

SUC has a well-developed advising and feedback mechanism that helps students and the university to improve their performance levels continuously. SUC also has an active Corporate Relations Office that engages industry to share their experiences with students in the form of guest lectures and industry visits as well as helping students to be placed in internships and jobs. To prepare students for industry demands, SUC offers PSDP which is a skills-based program to develop essential soft skills.

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, Accreditation Council for Business Schools and Programs (ACBSP), 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. Skyline University College is the first University in UAE to achieve Gold status membership of ACCA.

## X. LICENSURE & ACCREDITATION

Skyline University College was established in 1990 under the umbrella of Civil Aviation Authority of Sharjah. After the formation of Commission for Academic Accreditation (CAA) in the year 2000, SUC was licensed on 27th June 2000 by the Ministry of Higher Education and Scientific Research of the United Arab Emirates. SUC awards accredited degrees in BBA at undergraduate level in Travel & Tourism Management, International Business, Information Systems, Marketing & Retail Management, Finance and Public Administration and MBA at graduate level with emphasis on Marketing, Finance, Strategic Management & Leadership, Human Resource Management and E-governance.

## XI. INSTITUTIONAL VISION, MISSION & PURPOSES

### VISION

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

- a. **Academic Excellence:** Achieving excellence in academic standards to enhance the University College's academic standing for the benefit of students and society.
- b. **Professional Education:** Enriching students' professional education experiences to enhance the employment skills which will enable graduates to pursue and develop successful lifelong careers.
- c. **Competitive Advantage:** Promote competitive advantage of the University College through Education, Training & Development and Research & Consultancy.

### MISSION

The Mission of Skyline University College (SUC) is to impart knowledge, develop professional skills and inculcate values at higher education level, enabling students of diverse background to achieve their academic goals and develop overall personality to become effective and socially responsible professionals in a dynamic national, regional and global environment. In pursuing this mission SUC focuses on innovative and creative approaches in all areas of education, research & community services and empowering SUC employees as core members of the learning community facilitating their growth and development.

## GOALS

### INSTITUTIONAL

- a. To continue to operate as a private University College, committed to serve with dedication in the field of higher education, and prepare students to contribute to the betterment of business and society.
- b. To offer quality education to a diverse student body enrolled nationally, regionally and globally, irrespective of race, color, gender, religion, physical disabilities and age.
- c. To expand its higher education programs as per the needs of dynamic global environment
- d. To provide required support services conducive to its academic needs by regularly updating learning resources and integrating with new technology.
- e. To develop and maintain significant networks between SUC, alumni and industry
- f. To continue to maintain meaningful relationship with the community through socially responsible activities
- g. To continue to pursue ethical conduct and high order of integrity in all spheres of institutional functions

## STUDENT

- h. To orient the students with knowledge, skills, values and competencies through under graduate and post graduate programs thereby grooming them for suitable career opportunities nationally, regionally and globally.
- i. To prepare students equipped with creative and entrepreneurial skills suitable for life long career building
- j. To integrate general education at the under graduate level programs
- k. To further enhance problem solving and higher order skills of leadership, analysis and decision making among post graduate program students
- l. To develop the complete personality of the student through quality education & extra-curricular activities that will enable them to serve society optimally.

## EMPLOYEES

- m. To employ faculty and staff from various cultural, educational, research backgrounds and work experience.
- n. To provide facilities that enhance long term SUC employee welfare, satisfaction and growth
- o. To facilitate conducive research and consultancy environment for faculty scholarly activities
- p. To conduct various faculty and staff development programs in order to meet challenges posed by the dynamic global environment.

## XII. WHY SKYLINE?

### INSTITUTIONAL

- a. 26 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 Higher Education and Scientific Research(MOHESR), UAE
- d. Located in the prestigious University City of Sharjah
- e. Strong Alumni Base well placed in government and private sectors
- f. Multicultural Student learning environment
- g. Affordable fee structure
- h. International offices located in various countries
- i. Skyline also provides MDP courses for Corporates in the field of Management, Accounting, Finance Events Management, Hospitality, Travel and Tourism, Customer Service, Marketing, Cargo Handling and other aviation services.

### ACADEMIC EXCELLENCE

- a. Programs offered in unique area of specialization: Bachelor of Business Administration (BBA) in Marketing & Retail Management and Travel & Tourism Management and Master of Business Administration (MBA) Programs with Emphasis on Strategic Management and Leadership and E-Governance along with others
- b. Faculty and Staff from diverse national and educational background
- c. Focused research environment to integrate scholarly work into curriculum development

- d. Publishes refereed business journal, organizes international business & management conference and dedicated case study center
- e. Application based learning through internship and industry interaction
- f. Regular curriculum update to meet industrial requirement
- g. Opportunity to do professional certification courses along with degree programs
- h. Skyline has professional tie ups with IATA, UFTAA, Accreditation Council for Business Schools and Programs (ACBSP), General Civil Aviation Authority, Association of Chartered Certified Accountant ACCA with Gold Status membership, The Confederation of Tourism and Hospitality - CTH UK and World Tourism Organization, City & Guilds, CES.
- i. Skyline University College is the first University in UAE to achieve Gold status membership of ACCA.

## STUDENT DEVELOPMENT OPPORTUNITIES

- a. Skyline, through its English language Center, offers preparatory courses in Intensive English language, TOEFL, IELTS and Cambridge English: Preliminary English Test (PET) by professional and qualified trainers to facilitate students. SUC is an authorized and approved center for offering TOEFL (ITP), IELTS & City & Guilds exams.
- b. Professional Skills Development Programs
- c. Counseling is provided to help student progress in academic career.
- d. Corporate affairs department administers students placement and Industry networking opportunities like Internship and placement opportunities
- e. Academic tours to various foreign countries
- f. Innovation and Entrepreneurship center to promote innovative and entrepreneurial skill among students
- g. Opportunities for lifelong learning anywhere in the world with the articulation agreements
- h. Year round thematic community service activities

- i. SUC helps in developing the overall personality of the students through various student clubs and committees, Professional Skills Development Programs, Guest lectures, technical visits, CEO lecture series and extra-curricular activities.

## **INFRASTRUCTURE**

- a. Purpose built Campus equipped with all facilities
- b. Students' Common Room

## **SPORTS FACILITIES**

- a. State-of-the art cricket ground with flood light facility
- b. Gymnasium
- c. Football ground
- d. Basketball court

## **LEARNING SUPPORT SERVICES**

- a. E-books and learning resources as study resources for MBA students
- b. Well-equipped IT infrastructure in the campus including classrooms and labs to support the technology integration into the academics Innovation lab to foster creativity
- c. Availability of interactive In-class facilities and online learning support services in classrooms
- d. Library facilities equipped with rich physical and online resources

### XIII. FACILITIES

#### A. CAMPUS

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

Facility	Capacity	Area Covered (m <sup>2</sup> )
<b>Total Land Area</b>	<b>483.82 X 345.13</b>	<b>167,340.80</b>
Classrooms	30	1,952.34
Computing Centers	3	250.84
Library Center (With Reading Facility, discussion rooms & conference room with audio visual)	1	545.90
Discussion Rooms	6	13.50
Rental Book Store	1	23.78
Meeting Room	2	82.26
Printing Center	1	5.20
Medical Room	1	7.25
Innovation Room	1	55.73
Common Room	1	360.00
Multi-Purpose Hall	1	259.38
Gym facility (With changing room)	1	192.12
Full-Time Faculty Rooms	21	244.61
Adjunct Faculty Rooms	2	66.33
Server Room (IDF)	2	37.04
Mosque & Ablution	1+1	207.73
Administrative Rooms	17	427.91
Canteen	1	269.51
Wash Room	9	140.10
Storage Area	5	248.52

### Description of Facilities - Boys Hostel

Facility	Capacity	Area Covered (m <sup>2</sup> )
Rooms	22	452.62
Common Room	1	34.19
Kitchen	1	35.3
Mosque	1	21.55
Store	1	7.8
Staff Room	1	12.08

#### External Hostel – Girls and boys

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. Classrooms with audio-visual equipment

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

**ii. Library**

The library is dedicated to providing learning resources to the academic programs and research activities for students and faculty. It is located at the first floor of the SUC building. The print collection consists of around 16,379 reference books with approximately 8923 titles, 10 magazines and around 20 scientific journals. In addition to the reference books which are common to both the Undergraduate and Graduate requirement, a separate MBA 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, and electronic databases. 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 1800 hrs and for Saturday the timings is from 0900 hrs to 1900 hrs.

**iii. 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.

**iv. Online resource service**

The University Library is equipped with 26 computer terminals with internet access. Library has subscribed to around 13 online resources which can be accessed by the students online. This database gives access to 5000 e-journals.

**v. Magazines**

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

**vi. Computer labs**

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

**vii. Printing & Photocopying center**

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

**C. SPORTS & RECREATIONAL FACILITIES**

**i. Multi-gym**

SUC has a well-equipped gym which can be used by its students, staff and faculty under the supervision of the gym instructor. Students have to register their names with the sports department before using the gym facilities. All users of gym facilities must follow the displayed instructions of how to use equipment and the need for warm up activities. Students can use this facility between **11 AM to 7 PM** from Sunday to Thursday wherein the days allocated to male students and male faculty/staff are Sunday, Tuesday, and Thursday and for female students and female faculty/staff it is on Monday and Wednesday. Male students and female students are not allowed to use the gym simultaneously.

**ii. Multi-purpose Hall**

The Sports Department provides facilities for events and various games such as Table Tennis & Badminton in the multipurpose hall which can be utilized by the students between 11 AM to 7 PM during break time and afternoons.

**iii. Common room**

Common Room is equipped with facilities for Billiards, Foosball, Chess, Carom, etc for recreation of SUC students and staff members.

**iv. Playgrounds**

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

v. **Hostel Recreation Facility**

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

vi. **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 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.

**E. HEALTH CENTER**

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

**F. HEALTH CAMPAIGNS**

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

**G. OTHER FACILITIES**

Other facilities include

- i. Cafeteria Services**  
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. Common Room**  
Common room is designated to students for the 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.

## XIV. PLACEMENT TESTS CONDUCTED AT SUC

### A. CITY & GUILDS IESOL TEST

#### i. CITY & GUILDS IESOL TEST CENTRE AT SUC

Prospective students of SUC or general candidates appearing for City & Guilds IESOL test can apply at SUC. SUC in liaison with ConnecMe, Abu Dhabi, facilitates the test takers to take the test at its campus.

#### ii. CITY & GUILDS IESOL TEST REGISTRATION REQUIREMENTS

- a. A copy of valid passport / UAE National ID
- b. Photos will be clicked before the commencement of the exam. This will be taken care by the examiners from ConnecMe.

#### iii. CITY & GUILDS IESOL TEST DETAILS

**LISTENING:** Listen twice to six short sentences: statement, explanation, description, instruction or question. Identify: topic, purpose, context, speakers, gist, and relationship between speakers, roles, functions, attitudes, feeling and opinions. Listen twice to a radio broadcast, talk, narrative, presentation, etc. to identify specific information.

**READING:** Five short texts each with one gap testing layout, lexis, cohesive devices, and coherence. One text with six sentences removed, e.g. topic sentence, summarizing sentence, developing idea, emphasizing a point, opinion, contrast, sequence, forward and back reference, transition to new idea. (Four short texts)

**WRITING:** Produce a personal letter, a narrative or descriptive composition

**SPEAKING:** Part -1 - 2 minutes chose 5 questions from different topics. Part -2: 2 minutes answering to the situations. Part -3- 3 minutes discuss task sheet. Part 4 – 2 minutes follow up questions.

- a. **On the test day:** Students should carry their original passport / Emirates ID, without which they are not entitled to write the exam. Anyone who arrives late will not be admitted to the test.
- b. **Results declaration:** The results are published in a fortnight from the date of the test. Students can collect the results from the Administration, Registration & Examination department of SUC.

**c. Admission followed by orientation**

City & Guilds test takers are given a brief orientation about the test format followed by a mock test. These guidance classes benefit the students in getting good exposure to the test format and also in understanding the skills of time management.

**d. Test Format**

The test format is clearly explained to them with the help of City & Guilds test Action Planner. The same is made available to them on the official website of SUC. Action Planner 'B1-Achiever Level' is meant for BBA students and Action Planner 'B2-Communicator Level' is meant for MBA students.

**e. 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 on request in a day or two.

**f. FINAL TEST**

The students appear for the final exam at SUC on the stipulated date. They receive their scores within fifteen days.

**g. 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.

**iv. 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:

- a. To reappear for the City & Guilds test
- b. To repeat the City & Guilds Preparatory Program

**B. TOEFL TEST**

**i. TOEFL TEST CENTRE AT SUC**

SUC is an authorized IBT center which conducts the TOEFL tests regularly according to the published calendar. The duration of IBT TOEFL test is 1 hour and 55 minutes. BBA students take Mathematics test before the TOEFL test. Generally, timings are 6:15PM – 7:15PM (Math Test) and 7:30PM – 9:25 PM (TOEFL test). Students may opt for different dates for appearing TOEFL and Math tests.

## ii. TEST DETAILS

**TEST STRUCTURE:** Test of English as a Foreign Language has 3 sections:

TEST STRUCTURE		
Listening comprehension	50 questions	30-40 minutes
Structure and written expression	40 questions	25 minutes
Reading comprehension	50 questions	55 minutes

a. **Section-1 (Listening Comprehension):** This section measures the ability to understand English as it is spoken in North America as given below:

1. 3-4 mini talks, 60-90 seconds long with 3-5 questions each
2. 2-3 extended conversations, 60-90 seconds long with 3 to 5 questions each
3. 30-40 dialogues, 5-15 seconds long with 1 question each

b. **Section-2 (Structure and Written Expression):** This section measures the ability to recognize language that is appropriate for standard written English as given below:

1. (1-15) 15 multiple choice questions based on the structure of the sentence
2. (16-40) 25 questions - 4 parts of the sentence are underlined -incorrect one has to be chosen and the corresponding letter to be written on the answer sheet

c. **Section-3 (Reading Comprehension):** This section measures the ability to understand short passages similar in topic and style to academic texts used in colleges and universities, as given below:

1. 5 passages from academic texts, 250-350 words each, with 10 questions per passage
2. Most of the questions are multiple choices
3. Make every effort to complete each section; Data indicate that most candidates get higher scores if they attempt all the questions

## iii. SCORING

Scores for the listening and structure sections range from 31-68. For reading, the range is 31-67. The average of the three scores is taken and multiplied by 10, to give a total score of between 310 and 677. The students are required to get 500 to be eligible for the admission into BBA program and 550 for MBA program of SUC.

a. The IBT TOEFL is a standardized test of English. To do well on this test, the examinees should therefore work in these areas.

- b. They must work to improve their knowledge of the English language skills that are covered on the paper version of the TOEFL test.
- c. They must understand the test taking strategies that are appropriate for the paper version of the TOEFL test.
- d. They must take practice tests with a focus on applying their knowledge of the appropriate language skills and test taking strategies.

**iv. IMPORTANT INSTRUCTIONS**

- a. The students must report to the SUC on time. No one will be admitted to the examination room after the test has begun.
- b. The students must not carry any food or drinks, no disturbance will be permitted while test is in progress, cellular phones and beepers must be handed over to the common room, there will be no rest break during the test.
- c. Watch alarms, including those with flashing lights or alarm sounds, are not permitted.
- d. The students must not take books, dictionaries, bags, recording and photographic devices, or note papers of any kind into the testing room.
- e. Each section of the test has a time limit. As per the instruction of invigilator, during each time period, you may read or work only on the section of the test you are told to work on.
- f. If one section is finished early, the students SHOULD NOT go on to the next section unless told by the Invigilator. Failure to follow this rule will be considered as cheating, and the scores will be cancelled.
- g. The students have to answer the test questions in areas identified in section 1, section 2 and section 3 on the answer sheet.
- h. The students are solely responsible for marking answers properly on the answer sheet.
- i. The students should not forget to write their Name, Student Number, Date of Birth, Native Country Code and Native Language Code in the answer sheet.
- j. They have to completely fill the circle with a heavy, dark mark.

**v. IDENTIFICATION**

- a. Students must provide their original, valid and signed passport in addition to their other I.D.
- b. Students who wear a scarf or cover the face are required to uncover during the exam. The students face must be visible at all times during testing.
- c. No other forms of identification will be accepted.

**vi. STATIONERY REQUIRED**

- a. The students must carry 2 sharpened, medium-soft (#2 or HB), black lead pencils.
- b. The students should not use a pen, a pencil with colored lead, or a liquid lead pencil to mark your answers.
- c. The students must carry a good quality of eraser.
- d. Pencils and erasers will not be supplied by the SUC.

**vii. CHEATING & UNACCEPTABLE BEHAVIOR:**

SUC has the full right to cancel the paper of anyone who:

- a. Takes a test book or answer sheet from the testing room
- b. Attempts to take the test for someone else
- c. Gives or receives assistance during the test
- d. Fails to follow instructions given by the Invigilator
- e. Makes any marks or underlines words in the test book or makes notes in the test book or on the answer sheet
- f. Takes dictionaries, other books, notes or other devices into the testing room
- g. Creates a disturbance or behaves inappropriately
- h. Copies test questions or answers
- i. Malpractices in any other way

**viii. ADMISSION FOLLOWED BY ORIENTATION**

TOEFL test takers are given a brief orientation about the test format followed by a mock test. These orientation classes are held as per the prescribed calendar. These guidance classes benefit the students in getting good exposure to the test format and also in understanding the skills of time management.

**ix. TEST FORMAT**

The test format is clearly explained to them with the help of TOEFL Navigator and TOEFL Longman's book. TOEFL Navigator is made available to them on the official website of SUC.

x. **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 on request in a day or two.

a. **FINAL TEST**

The students appear for the final exam at SUC on the stipulated date. They receive their scores within three working days.

b. **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.

xi. **COUNSELING**

After a thorough analysis of the results, the students are well counseled with the next course of actions. Students who succeed in achieving the qualifying score for admission to Degree programs are encouraged to take admissions in the Main Program. For those who do not qualify for the Main Program are counseled appropriately for taking one of the following courses of action:

- a. To reappear for the TOEFL exam
- b. To undertake City & Guilds training Program if they qualify for it based on their TOEFL scores
- c. To undertake Cambridge English: Preliminary (PET) if they do not qualify for the City & Guilds training Program

**C. IELTS TEST**

i. **IELTS TEST CENTRE AT SUC**

Prospective students of SUC or general candidates appearing for IELTS Exam can register at ITC (IELTS Testing Centre) of SUC either in person or through online. ITC of SUC operates in liaison with CES –Centre for exam services. CES is an independent IELTS Test Centre-AE055 which has been established under the auspices of British Council to facilitate institutions. CES supports in developing the venue and its ancillary services. It organizes IELTS tests (both Academic and General Training) at regular intervals at SUC.

## ii. IELTS EXAM REGISTRATION REQUIREMENTS

- a. 2 passport photographs
- b. A copy of valid passport / UAE National ID / UAE Labor card issued by the Ministry of Labor and Social Affairs along with a UAE driving license
  - Passport photo specifications:
    - Two identical passport size photographs
    - Not older than six months
    - Head should be fully shown - looking straight at the camera and without spectacles
    - Photos must have a blue or black background
    - You have to sign on the reverse of the photographs

## iii. IELTS TEST DETAILS

The Academic module of IELTS consists of four components.

- a. **Listening:** The students are expected to listen to an audio recording produced by the native speakers of English. They listen to academic dialogues and monologues; non-academic dialogues and monologues. They are expected to answer the questions as they listen. Ten minutes are given at the end for the candidates to transfer the answers.
- b. **Academic Reading:** The students have to read 3 passages on topics of general interest; one of these texts contains a detailed logical argument. They are expected to answer a variety of questions. 40 questions should be answered in one hour. No extra time will be given to transfer the answers.

**General Training reading** texts are taken from notices, advertisements, newspapers etc. Third section involves reading more extended texts.

- c. **Academic Writing:** This module consists of 2 tasks. In task1, the students are expected to look at a diagram or a graph and present the information in their own words (150 words). In task 2, the students are assessed in their ability to present a solution to the problem, present and justify an opinion, compare and contrast evidence and evaluate and challenge ideas etc. They are expected to write in an appropriate style. (250 words). One hour is given for both the tasks.

**General Training Writing:** In task 1, candidates are asked to respond to a given situation with a letter requesting information or explaining the situation. In task 2 candidates are presented with a point of view and they are assessed on their ability to provide general factual information and present a solution.

- d. **Speaking:** In this module, the student is expected to introduce himself/herself in an oral interview. Later he/she has to talk on a particular topic for 2 minutes. The examiner gives the topic (and one minute is given for preparation). After that he/she has to participate in a discussion for 4-5 minutes. This module assesses the fluency, lexical resource, grammatical range, accuracy, and pronunciation of the students.
- e. **On the test day:** Students should carry their original passport /labor card to the examination centre, without which they are not entitled to write the exam. The test announcements start at 8 am. Registration starts at 8.15 am. Exam starts at 9 am. Anyone who arrives late will not be admitted to the test.
- f. **Results declaration:** Test Report Form (TRF) is published in a fortnight from the date of the test. Students can collect the TRF from the Administration, Registration & Examination department of SUC. They can also check their results online using their candidate number. The TRF is valid for two years from the date of the test.

iv. **ADMISSION FOLLOWED BY ORIENTATION :**

IELTS test takers are given a brief orientation about the test format followed by a mock test. These orientation classes are held as per the prescribed calendar. These guidance classes benefit the students in getting good exposure to the test format and also in understanding the skills of time management.

v. **TEST FORMAT**

The test format is clearly explained to them with the help of IELTS Pathfinder. IELTS Pathfinder is made available to them on the official website of SUC.

vi. **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 on request in a day or two.

**vii. FINAL TEST**

The students appear for the final exam at SUC on the stipulated date. They receive their scores within fifteen days.

**viii. 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.

**ix. COUNSELING**

After a thorough analysis of the IELTS 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:

- a. To reappear for the IELTS exam
- b. To undergo City & Guilds Training Program if they qualify for it based on their IELTS scores
- c. To undertake Cambridge English: Preliminary (PET) if they do not qualify for the City & Guilds training Program

**D. MATHEMATICAL ABILITY TEST**

SUC conducts a mathematical ability test in which an applicant is required to score a minimum of 60% passing score for placement into the BBA program.

Following are the exceptions for taking the SUC Mathematical Ability Test:

- a. Students with a minimum SAT score of 500
- b. Student holding diploma or transfer of credit from an accredited institution by MOHESR and having a grade "C" or above.

## XV. PREPARATORY COURSES

### A. ENGLISH PREPARATORY COURSES

#### i. CITY & GUILDS – IESOL EXAM PREPARATORY COURSE

This course prepares the students to face the exam with confidence and to score B1-Achiever Level for admission to BBA Program and B2-Communicator Level for admission to MBA Program.

#### **PROSPECTIVE BBA STUDENTS:**

Students, will get into 45 hour City & Guilds IESOL Program as per scores obtained in one of the MOHESR approved tests given in table -3. They may attend this program during May intake, September intake or January intake. The students are required to score B1 on this test to be eligible to get into BBA program.

#### **PROSPECTIVE MBA STUDENTS:**

Students, will get into 45 hour City & Guilds IESOL Program as per scores obtained in one of the MOHESR approved tests given in table -4. They may attend this program during May intake, September intake or January intake. The students are required to score B2 on this test to be eligible to get into MBA program. However if the Students scored between 530 and 549 in TOEFL (ITP) or equivalent scores of approved tests will undergo a preparatory course in City and Guilds. Such students will be allowed to enroll up to 6 credit hours in the first semester. They must achieve a semester average score of B (GPA 3.0 - 4.0) in the credit courses taken to continue the MBA program.

#### a. **ADMISSION FOLLOWED BY ORIENTATION :**

City & Guild 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**

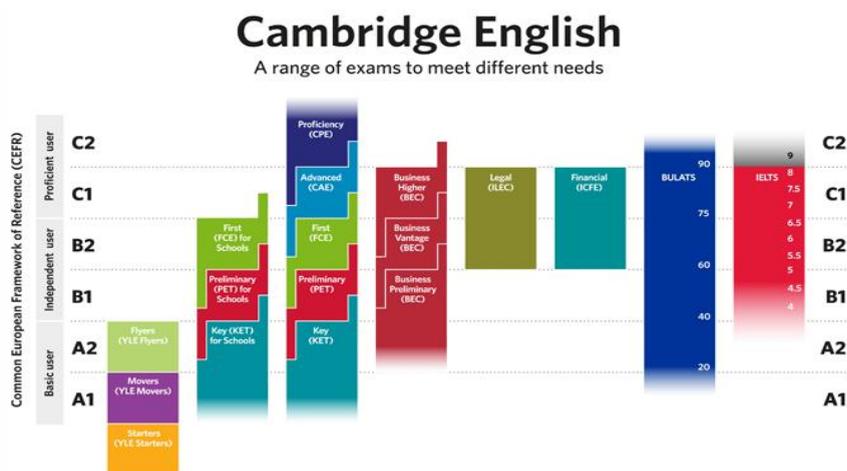
After a thorough analysis of the results, the students are well counseled with the next course of actions. Upon achieving the qualifying score for admission to Degree programs, students are encouraged to take admissions in the Main Program. Non-qualifying students are counseled to take one of the following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

1. To reappear for the City & Guilds exam
2. To repeat the City & Guilds Preparatory Program

**ii. CAMBRIDGE ENGLISH : PRELIMINARY (PET) IN COMBINATION WITH ACADEMIC IELTS PREPARATORY COURSE**

**CAMBRIDGE ENGLISH: PRELIMINARY (PET) :** SUC offers **Cambridge English: Preliminary (PET) in Combination with IELTS** Preparatory course to the students who score below 425 in TOEFL or equivalent scores of approved tests.

## Common European Framework of Reference (CEFR equivalencies chart)



At the end of the course students will be given a Certificate clearly indicating the level they achieved on CEFR (Common European Framework of Reference for Languages) scales. This Certificate is very useful if they plan to continue their English studies. At the end of the PET program, if the students get a score between 120 and 170, they get a Cambridge certificate. The scores between 102 and 119 on the Cambridge English Scale do not receive a result, CEFR level or certificate. Cambridge English Scale scores below 102 are not reported for the Preliminary English Test. Such students will get only a participation certificate from SUC. Students can write the Cambridge English: Preliminary (PET) test at Skyline. Eton Institute, Dubai, conducts the exam at Skyline.

**ACADEMIC IELTS PREPARATORY COURSE (AIPC):** After the completion of the PET program, students move to AIPC. At the end of this course, they write the IELTS exam.

Prospective BBA students who score 5 bands get the eligibility to move to BBA. Prospective MBA students who score 6 bands get the eligibility to move to MBA. Those who do not succeed will either repeat the course or take up a guidance class for City & Guilds exam and appear for the exam.

### a. 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.

**b. 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.

**c. 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.

**d. FINAL TEST**

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

**e. 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.

**f. 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:

- a. To reappear for the IELTS exam
- b. To repeat the IELTS Preparatory Program

**g. PROGRESSION FROM PET TO AIPC AND FROM AIPC TO BBA :**

The PET students will proceed to AIPC after passing the PET exam and from AIPC the students will proceed to BBA program after obtaining the required scores in the IELTS exam. Some students who perform extra ordinarily well in PET may be allowed to write the either IELTS or City & Guilds exam without undergoing AIPC program.

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

**1. Admission Letters & Invoice**

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

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

## 2. 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.

## 3. 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.

## B. ADMISSION CRITERIA FOR ENGLISH PREPARATORY COURSES

### i. PROSPECTIVE BBA STUDENTS:

- a. **Category A:** Students, who have scored between 4 and 4.5 in IELTS or between 425 and 499 in TOEFL or equivalent scores of approved tests mentioned in Table-1 will undergo City & Guilds Preparatory course for 45 sessions. This is a non-credit courses.

Students who score between 475 and 499 in the entrance exam of TOEFL or equivalent scores of approved tests will be eligible to retake a TOEFL test with required fee without attending preparatory course.

- b. **Category B:** Students, who have scored between 3 and 3.5 in IELTS or below 425 in TOEFL or equivalent scores of approved tests mentioned in Table-1 will undergo Cambridge Preliminary PET course in combination with IELTS Preparatory course for one semester. This is a non-credit courses.

ii. **PROSPECTIVE MBA STUDENTS:**

- a. **Category A:** Students, who have scored between 4 and 5.5 in IELTS or between 425 and 549 in TOEFL or equivalent scores of approved tests mentioned in Table-2 will undergo City & Guilds Preparatory course for 45 sessions. This is a non-credit courses.

The Students, who have scored between 530 and 549 in TOEFL (ITP) or equivalent scores of approved tests will undergo a preparatory course in City and Guilds. Such students will be allowed to enroll up to 6 credit hours in the first semester. They must achieve a semester average score of B (GPA 3.0 - 4.0) in the credit courses taken to continue the MBA program.

- b. **Category B:** Students, who have scored between 3 and 3.5 in IELTS or below 425 in TOEFL or equivalent scores of approved tests mentioned in Table-2 will undergo Cambridge Preliminary PET course in combination with IELTS Preparatory course for one semester. This is a non-credit courses.

C. **MATHEMATICS CRASH COURSE:**

Prospective BBA Students who do not obtain the required score in the Mathematical ability test will have to undergo a Maths crash course of 15 sessions and they will be able to take up any Math related courses at the BBA level only after the successful completion of this crash course.

## XVI. INFORMATION ABOUT OTHER MOHESR APPROVED ENGLISH PROFICIENCY TESTS

### A. PEARSON TEST OF ENGLISH ACADEMIC

Pearson Test of English Academic (PTE Academic) is a new, international, computer-based academic English language test. The test accurately measures the listening, reading, speaking, and writing skills of test takers who are non-native speakers of English and need to demonstrate their level of academic English proficiency.

*Please refer [http://pearsonpte.com/Testme/Documents/PTEA\\_Test\\_Taker\\_Handbook\\_EN.pdf](http://pearsonpte.com/Testme/Documents/PTEA_Test_Taker_Handbook_EN.pdf)*

[www.pearsonpte.com/resources/PTEAcademic/forms](http://www.pearsonpte.com/resources/PTEAcademic/forms)

### B. CAMBRIDGE ENGLISH: ADVANCED

Cambridge English: Advanced, also known as Certificate in Advanced English (CAE), is accepted globally for study, work and immigration purposes. It is trusted and accepted by over 3,000 organizations as proof of high-level English language skills.

*Please refer <http://www.cambridgeenglish.org/exams-and-qualifications/advanced/> for further details.*

## XVII. ORIENTATION TO STUDENTS

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

## XVIII. ACADEMIC ADVISING

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

- Identify their interests, strengths, personality and capabilities.
- Understand how their interests match educational majors at BBA & MBA level
- Select and evaluate educational majors at BBA & MBA level
- Evaluate career choices based on national trends and forecasts
- Begin developing skills that set them apart
- Strategically plan their major, electives, and activities to support their career goals

The following are the goals of the Academic Advising:

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

### A. STUDENTS' RIGHTS

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

## **B. STUDENTS' RESPONSIBILITIES**

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

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

## **C. STUDENT FEEDBACK**

Feedback on the advising activities is obtained from the students. Only students having a minimum 60% attendance in class are eligible for providing this feedback.

## XIX. STUDENT RECORDS

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

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

Each of the above maintained separately.

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

### A. ADMINISTRATIVE RECORDS

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

#### i. **Enrollment Form**

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

#### ii. **Directory Information**

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

- iii. **Record Of Entry Level Qualifications**  
A copy of the higher secondary school certificate is maintained in the personal file of the student. While accepting this document, the student is required to show the original certificate to SUC officials, who verify and attest the copy of the certificate.
- iv. **Results Of Personality And Interest Tests: (Optional)**  
A record of the results of the personality and interest tests are kept in the Administration Dept. The record will be maintained till the student graduates.
- v. **Record Of Discipline**  
In case the student has been involved in any incidents of indiscipline, a record of the incident is kept in the student's personal file.
- vi. **Attendance Record**  
The student's attendance is recorded in the system through software.
- vii. **Letter Of Admission:**  
A copy of the letter of admission and the fee payment schedule is filed in the personal records of the student.
- viii. **Copy Of Passport:**  
A copy of the passport along with the visa information is filed in the personal record of the student.
- ix. **Miscellaneous Documents:**  
Copies of letters issued to the student, proof of mitigation and any other correspondence with the student, are also filed in the personal file of the student.
- x. **Graduation Information And Copies Of Transcript**  
Copies of all transcripts issued to the students, grade warnings, letters of probation and suspension if any, and the graduation information forms a part of the academic profile, which is filed in the personal file of the student.
- xi. **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:

1. Application Fee
2. First Installment Fee
3. TOC Fees (If applicable)
4. TOEFL Exam Fee (If applicable)
5. TOEFL Book (If applicable)

xii. **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 / quarter basis. A copy of this invoice is maintained in the student file.

xiii. **Accessibility To The Records**

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

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

## B. **ACADEMIC RECORDS**

The Administration, Registration & Examination Department maintains the academic records of each student. The records comprise of the following:

i. **Curriculum Requirement**

Students enrolled each year follow a particular curriculum. The Administration, Registration & Examination Department keeps a record of the applicable curriculum. The record is transferred to the electronic archive after the student graduates.

ii. **Details Of Transfer Of Credits**

All documents related to the transfer of credits such as the transcripts, course description, and the details of accepted transfers, are kept with the Administration, Registration & Examination Department for each such student. The details of transfer of credits accepted are transferred to the student's electronic records.

iii. **Details Of Courses Undertaken And The Grades Awarded**

As and when the student takes the courses, and, appears for the examinations, his/her profile is updated in the software. The details of credits undertaken and the grades awarded, the GPA and the CGPA of the student is available through the software. The record is transferred to the electronic archive once the student graduates. These records are very important since the student's performance and graduation depends on the accuracy of such records. It is the responsibility of the Administration and Examination Department to maintain accurate records.

iv. **Hard Copies Of Transcripts Issued, And, The Degrees Awarded**

A grade report is issued to each student at the end of every semester. A consolidated grade report is filed in the student file at the end of the academic year. Official transcript will be issued only with the Degree.

However a student may request for interim transcripts by paying the necessary fees. A copy of every issued transcript is kept in the student's personal file. The hard copies of degrees are retained by the Administration, Registration & Examination Department for a period of four years after the student graduates from the SUC, thereafter, the copies are destroyed.

v. **Copies Of Coursework / Examination Scripts:**

The Examination Department retains the examination scripts for a period of one year after the declaration of the results after which they are destroyed.

vi. **Accessibility To The Records**

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

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

## C. FINANCIAL RECORDS

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

### i. **Accessibility To The Records**

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

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

### ii. **Method Of Keeping And Destroying Records**

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

### iii. **Electronic Database And Backups**

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

- iv. **File Scanning**

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

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

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

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

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

## XX. 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 with student portal. All leave applied must be approved by the Registrar & HASS.

Step 1: Apply leave application through the student portal

Step 2: submit the supporting document [proof] to Administration, Registration & Examination Department

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

Step 4: The status of the application will be communicated to the student, faculty and advisor

Step 5: Application copy with approval status will be placed in the student file

### 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.

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

Step 2: Submit the supporting document [proof] to Administration, Registration & Examination Department

Step 3: the document will be forwarded to Head of Administration for the approval

Step 4: Approved application will be forwarded to registration officer for shifting of class timing.

Step 5: The status of the application will be communicated to the student, faculty and advisor

Step 6: Application copy with approval status will be placed in the student file

## 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 Head of Academics and Dean 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.

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

Step 2: Student will be called for a counseling meeting including the advisor, to assess the need for change and provide necessary guidance.

Step 3: The Application will be sent to Head of Academics for his approval

Step 4: Upon approval, applicable fees will be debited to the student account and deadline for payment is informed

Step 5: In case of a TOC student, the same procedure as above will be applicable for any change in major; in addition student will have to reapply for TOC for the new major.

Step 6: Student pays the amount debited to his account

Step 7: Approved application will be forwarded to registration officer for changing the major.

Step 8: The status of the application will be communicated to the student, faculty and advisor

Step 9: A new ID card, revised graduation plan and fee schedule is issued to the transferred student

Step 10: Application copy with approval status will be placed in the student file

## 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 accelerated Program, SUC Visa / Visa Letter / Embassy Letter.

Step 1: Apply withdrawal application through the student portal

Step 2: Student will be called for a counseling meeting including the advisor, to assess the need for change and provide necessary guidance.

Step 3: The Application will be sent to Registrar for his approval

Step 4: Upon approval, applicable fees will be debited to the student account and deadline for payment is informed

Step 5: Student pays the amount debited to his account if applicable

Step 6: Approved application will be forwarded to registration officer for course/s withdrawal

Step 7: The status of the application will be communicated to the student, faculty, advisor and Head of Academics

Step 8: A revised graduation plan and invoice are issued to the student who withdraws

Step 9: Application copy with approval status will be placed in the student file

## 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.

Step 1: Apply for addition of course/s through the student portal within first two weeks of commencement

Step 2: Student will be called for a counseling meeting including the advisor, to assess the need for change and provide necessary guidance.

Step 3: The Application will be sent to Registrar & HASS for approval

Step 4: Upon approval, applicable fees will be debited to the student account and deadline for payment is informed

Step 5: Student pays the amount debited to his account if applicable

Step 6: Approved application will be forwarded to registration officer for adding course/s

Step 7: The status of the application will be communicated to the student, faculty, advisor and Head of Academics

Step 8: A revised graduation plan and invoice are issued to the student applying for addition of course/s

Step 9: Application copy with approval status will be placed in the student file

## XXI. 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.

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

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

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

### B. TYPES OF STUDENT GRIEVANCES:

#### i. Academic grievances

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

- a. Academic progression decisions.
- b. Errors/discrepancies in the declared grades.
- c. An unreasonable decision of a member of academic staff that affects an individual or a group of students.
- d. 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:

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

## XXII. STUDENT APPEAL

### APPEAL AGAINST MARKS / GRADES AWARDS

#### i. Grounds Of Appeal

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

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

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

#### ii. Time Duration of Appeal

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

#### 1. Appeal Hearing

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

Appeal board will consist of:

- a. Dean
- b. Registrar & HASS
- c. Head of Academics
- d. Head – Admin & Exam Department
- e. Advisor
- f. Faculty Concerned
- g. Recording Secretary

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

## XXIII. 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. Budget will be allocated for each clubs/committees.

Each committee is chaired by a Faculty member or Staff member.

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

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

### A. RESPONSIBILITIES OF STUDENTS:

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

## B. STUDENT CLUBS

Following are the active clubs at Skyline University College:

### i. Dance Club

#### a. Purpose of the Club

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

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

#### b. Benefits of Joining the Club

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

### ii. Drama Club

#### a. Purpose of the Club

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

#### b. Benefits of Joining the Club

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

### iii. Debate Club

#### a. Purpose of the Club

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

#### b. Benefits of Joining the Club

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

### iv. Community Service Club

#### a. Purpose of the Club

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

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

#### b. Benefits of Joining the Club

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

v. **Art & Photography Club**

a. **Purpose of the Club**

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

b. **Benefits of Joining the Club**

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

vi. **Alumni Club**

a. **Purpose of the Club**

The aim of the Alumni Relationship Club, consisting of current students, is to support the Alumni Club, consisting of alumni, and maintain communication and database on all SUC alumni. Also, the club will strive to work on the following issues:

1. To strengthen ties between the university and alumni and encourage them to participate in the various events such as alumni meet, workshops, seminars, etc.
2. To encourage networking between current students and alumni.
3. To guide alumni and prospective graduates through the process of seeking job opportunities by providing them with various counseling services

**b. Benefits of Joining the Club**

1. Participation in annual events held in the University College
2. Participation in University College social and cultural activities
3. Utilization of university college resources
4. Accessibility to Alumni database of the University College for networking activities, lifelong learning and socializing
5. Sharing information with fellow alumni
6. Accessibility to Skyline University College Publications
7. Involvement in organizing, participating and contributing to University college academic activities
8. Availability of SUC Administration Services including providing transcripts, verification of enrollment/degree, and readmission to the University continuing education or additional degree pursuit.

**vii. Media Club**

**a. Purpose of the Club**

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

**b. Benefits of Joining the Club**

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

**viii. Toastmaster Club**

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

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

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

**a. Benefits of Joining the Club**

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

**ix. Skyline Entrepreneurship & Innovation Club**

**a. Purpose of the Club**

The formation of Skyline Entrepreneurship and Innovation club is the result of the vision of the founder president of the Skyline University, Mr. Kamal Puri. The student's entrepreneurship and innovation club at 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.

**b. Benefits of Joining the Club**

1. Mentoring from industry experts
2. Networking events
3. SEIC access
4. IT-facilities & Meeting Rooms
5. Business Plan Software Usage
6. Entrepreneurship Simulation
7. Access of Global Business Directories

**x. Career Club**

**a. Purpose of the Club**

The purpose of this club is to support the Corporate Affairs Office in organizing career events that help the students to explore career opportunities and conduct activities that increase their chances of placement.

**b. Benefits of Joining the Club**

1. Learning to organize career fairs
2. Gaining experience of Corporate and HR style interview
3. Interacting and communicating with Corporate Office
4. Confidence building
5. Facilitate fellow students to explore new placement opportunities

**xi. Outdoor Adventure Club**

**a. 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.

**b. Benefits of Joining the Club**

1. Opportunity to experience outdoor activities.
2. Leadership development, relationship building and environmental responsibility.
3. Provide a place to plan out trips, meet new people, learn new skills, and try new types of activities.
4. Promote personal growth.

**C. STUDENT COMMITTEES**

The various student committees at SUC are as follows:

**i. Events Committee**

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

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

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

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

The committee shall comprise of:

1. Chairman (Faculty Member)
2. Students
3. English Faculty
4. 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

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

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

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

1. Holding regular meetings with the committee members as and when required
2. Declaring list of award winning students of the scholarship.
3. Preparing a calendar of the meetings and send a copy to 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
6. Financial requirements of the committee.

#### **D. PROCESS OF REGISTRATION TO THE SUC CLUBS & COMMITTEES**

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

Election of President, Vice-president and club committee must be conducted during the first meeting itself. The club will go through the schedule for the year handed over to the Club President by the Student Events Coordinator.

Every meeting in the future will fall in line with the schedule provided. Duties will be divided amongst the students. Club President or Club Sponsor should take down the minutes of the meeting (form will be given to each sponsor).

## XXIV. STUDENT RESPONSIBILITIES

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

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

## XXV. EVENTS

### a. WHAT IS AN EVENT?

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

### b. WHY SKYLINE ENCOURAGES STUDENTS TO PARTICIPATE IN EVENTS?

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

### c. HOW CAN STUDENTS CONTRIBUTE TOWARDS VARIOUS EVENTS?

Students can contribute by way of enthusiastic planning and organization of various events. The Student Events Coordinator 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.

## XXVI. SUC PUBLICATION

### i. SKYLINE BUSINESS JOURNAL (SBJ):

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

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

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

### ii. NEWSLINE

The SUC publishes an in-house magazine called "Newslines" 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 "Newslines" committee and the student coordinator. Regular meetings are convened for compiling and publishing this magazine.

## XXVII. STUDY ABROAD

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

Skyline University College has signed Memorandum of Understanding with various Universities to promote cooperation with these universities through exchange of expertise, exchange of faculty, exchange of students, exchange of information and best practices, conference participation, collaborative research and scholarly activities, etc. Some of the universities with whom SUC has signed such partnership agreement have been listed below:

1. Dublin Business School ; Ireland
2. The University Of Findlay, Ohio ; USA
3. Sheridan College - Institute Of Technology & Advance Learning, Ontario ; Canada
4. The London Graduate School ; UK
5. Eastern Mediterranean University ; Cyprus
6. Niagara College - Canada ; Canada
7. Yarmouk University ; Jordan
8. University Of Central Punjab ; Lahore, Pakistan
9. Jinan University ; China
10. University Of Economy ; Poland
11. Highfield College ; UK
12. IM Sciences ; Pakistan
13. Northwest University ; Nigeria
14. Kano State Polytechnic [KSP] ; Nigeria
15. Imperial College Of Business Studies ; Pakistan
16. International Management Institute ; Switzerland
17. Institute Of Business & Technology ; Pakistan
18. Nirma University ; India
19. Africa Technical University College ; Ghana, Africa
20. Kwame Nkrumah University Of Science And Technology ; Kumasi, Ghana

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 agreements with following international Universities:

1. The American University, Girne
2. American International University
3. ECMIT
4. Canterbury Christ Church University

## XXVIII. LEARNING CENTRES AT SUC

### A. SKYLINE CASE STUDY CENTER

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

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

### B. SKYLINE CENTER FOR ENTREPRENEURSHIP AND INNOVATION (SCENTI)

The student's innovation and entrepreneurship club 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 club also contributes toward entrepreneurial education and facilitates entrepreneur in starting their own business/es in UAE and the region. The club supports a culture of entrepreneurship throughout the University and the region and further provides access to build entrepreneurial networks to promote businesses.

## XXIX. ACADEMIC AFFAIRS COUNCIL

The Academic Affairs Council (AAC) is formed in order to achieve smooth functioning of the institution. This council is responsible for managing the various academic and academic support operations of the University. It comprises of Dean who is Chair of AAC, HQA who is Vice Chair of AAC, Head of Academics, Head of Academic support Services & Registrar and Head of Student Affairs who are responsible for implementation of strategies on a yearly basis and also responsible for day to day operations of the University.

### A. DEAN & CHAIR OF AAC

Dean is the Chair of AAC and is responsible for all pursuing the vision and mission of SUC and provide leadership to Academic Advisory Council members, faculty members, staff, and students. Dean is responsible for operations of SUC to fulfill overall academic & academic support services and to provide conducive learning environment. The Dean along with the Head of Academics and Academic Planning Committee shall also oversee and co-ordinate the academic affairs of the SUC, so that stipulated academic and academic support services standards are maintained & monitored as per the institutional goals, policies and procedures. The Dean shall coordinate overall operations of all the departments, ensuring integrity within the guidelines of SUC. Dean is also responsible for accreditation at the national and international levels.

#### i. GOALS

- a. To ensure the achievement of the Vision & Mission of SUC
- b. To oversee the effectiveness of operations in different academic support services departments and committees
- c. To ensure the effective implementation of IE Tools by all committees
- d. To ensure the effective implementation of Feedback System
- e. To exercise control and review progress over university activities
- f. To oversee student enrollment, progression and satisfaction
- g. To evaluate AAC, faculty & staff performance
- h. To update EC on the institutional performance
- i. To liaison with and provide information to regulatory agencies and all stakeholders

## **B. HEAD OF QUALITY ASSURANCE OFFICE & VICE CHAIR OF AAC**

Head of Quality Assurance is the Vice Chair of AAC and oversees the functions of Institutional Research & Quality Assurance Office which is a vital unit to improve and maintain the institutional effectiveness by introducing best practices that help the institution to achieve desired quality standards in academics and academic support services. This unit also completes the preparation of documents for accreditation, application for new programs, ranking, listing, articulation, etc. and assists departments and committees in preparing the policy and procedure. It undertakes the responsibility of designing, electing and evaluating the Feedback system of the institution and provides inputs to the decision makers. It is also aimed at determining the best practices that help in enhancing quality in academics and academic support services and internal benchmark. Head of Quality Assurance Office, as a member of EC supports the implementation of overall strategies of the institution and support Dean in day to day operations of the University.

### **i. GOALS**

- a. To review quality standards for fulfilling the SUC Vision and Mission
- b. To develop and review strategic plan
- c. Assist departments and committees in planning and closing
- d. Evaluate Institutional Effectiveness& Feedback
- e. Evaluate academic performance
- f. Provide information to external agencies
- g. Facilitate employee performance evaluation system
- h. Provide orientation to faculty & staff

## **C. HEAD OF ACADEMICS**

Head of Academics is responsible for planning and executing the academic activities of the institution in collaboration with the Dean. He is also involved in providing guidelines to faculty and oversee their performance meets the academic standards of the institution. HOA also coordinates with the academic support services to ensure smooth operations that provides conducive learning environment.

HOA is responsible for preparing the academic plan for Programs to achieve the vision and mission of SUC. This exercise is carried out as per the strategic directions and the gaps identified after analyzing previous academic operations. Based on the academic planning, yearly, semester and Quarter operation plans for academics, learning resources and human resources are prepared which are further disseminated to respective departments for implementation. HOA also coordinates with IR and QA office in maintaining academic standards as per MOHESR and coordinate in the accreditation process and development of new academic programs. HOA explores the possibilities of developing SUC academic standards in line with the national / international academic standards.

**i. GOALS**

- a. To prepare and review academic plan
- b. To plan & recommend academic faculty requirement
- c. To provide platform for professional development of faculty
- d. To plan and allocate courses to faculty members
- e. To support MOHESR accreditation process
- f. To develop new programs for University expansion
- g. To assist in International Accreditation and rankings

**D. REGISTRAR & HEAD OF ACADEMIC SUPPORT SERVICES**

Registrar & Head of Academic Support Services of SUC is responsible to lead and manage the overall academic support functions of SUC in coordination with Dean, HQA, Chair of Academic Planning & Operations Committee and Head of Student Affairs. Registrar & HASS ensures academic services are provided to the students in the best possible manner, academic Support Operations are coordinated well and continuous professional & managerial development of academic support staff.

## **i. GOALS**

- h. To ensure that quality education is provided to a diverse student body by ensuring all the operational goals are achieved by Admin and HR and ensure Academic support is provided to Academics
- i. To ensure employee diversity for the maintenance of quality of operations and academic delivery
- j. To ensure employee development
- k. To ensure employee retention and satisfaction
- l. To act as bridge between Dean, HOA and Administration

## **E. HEAD OF STUDENT AFFAIRS**

Head of Student Affairs at SUC oversees various services offered to students at SUC and supervise the conduct of student advising, counseling and student related activities thus supporting the academic and academic support services to achieve the Vision and mission of the institution. Head of Student Affairs is responsible for managing student advising and mentoring for smooth progression of students and receives student's complaints and takes necessary actions to address the student's grievances. Head of Student Affairs ensures the adherence of policy and procedures by all the students, staff and faculty to help SUC to achieve overall student satisfaction. Head of Student Affairs monitors students discipline in the campus and hostel facility and also ensures the safety and security of both facilities.

## **i. GOALS**

- a. To lead the department for effective and efficient services to stakeholders
- b. To manage the student advising/ mentoring and progression towards graduation
- c. To monitor student academic progression and counsel them
- d. To orient new and continuing students both at the under graduate and Post graduate level
- e. To assist overall management of sports & hostel activities
- f. To maintain discipline, safety and security within the campus
- g. To review students list for scholarship
- h. To address issues of CRs, hostel and international students

## XXX. COMMITTEES

There are four committees at Skyline University College mainly responsible for the monitoring the academic planning and operations of the institution, research & community service activities and teaching effectiveness of faculty members.

### A. ACADEMIC PLANNING & OPERATIONS COMMITTEE

The Academic Planning Committee is responsible for preparing the academic plan for Programs to achieve the vision and mission of SUC. This exercise is carried out as per the strategic directions and the gaps identified after analyzing previous academic operations. Based on the academic planning, yearly, semester and Quarter operation plans for academics, learning resources and human resources are prepared which are further disseminated to respective departments for implementation. This committee is also responsible for planning and conducting professional training courses under Centre for Professional Development. Academic and Operations Planning Committee coordinates with IR and QA office in maintaining academic standards as per MOHESR and coordinate in the accreditation process and development of new academic programs. This committee also explores the possibilities of developing SUC academic standards in line with the national / international academic standards.

#### i. GOALS

- a. To plan and oversee Academic operations of the University
- b. To plan and conduct various professional training courses
- c. To plan and conduct Management Development Programs
- d. To assist in the academic aspects of accreditations
- e. To enrich University learning resources

### B. RESEARCH COMMITTEE

Scholarly activities are an integral part of academic functions in an institution of higher education. Skyline University College encourages faculty members to actively participate in academic and practical research forums. Publishing in peer reviewed journals, international conference presentations, participating in seminars and collaborative work with industry from UAE, MENA and Rest of the World are the major activities to be promoted by the committee.

The research papers must be published in refereed journals and all the conference presentations preferably be from reputable Academies or Associations (Sample of Recommended Journals and Refereed Conferences are mentioned in the Faculty Evaluation Criteria in the Research Policy Document). Skyline University offers an academic & financial support to Faculty members to initiate a research preferably an applied and good quality in all relevant areas of Business Management, Computer, Social Sciences, Tourism and Language domains. Faculty members are encouraged to conduct good research in their own areas of broad specialization. Generally, Business Education provides a solution to corporations and contributes the practical aspects for students' learning, in this connection, Research & Development committee will also maintain a research culture in order to explore relevant research areas and identify funding opportunities for Faculty and Students.

**i. GOALS**

- a. To provide a positive environment for research activities to enhance research skills of Faculty
- b. To publish a recognized research work and share a knowledge within & outside

**C. TEACHING EFFECTIVENESS COMMITTEE**

The primary function of Teaching Effectiveness Committee is to support higher education teaching and learning practices. Effective teaching and learning practices need to be measurable through establishment of mechanisms for relevancy of academic, general educational programs and internship practices as well as effectiveness of course design to include integration and application of case studies, research papers, news items, application of innovative teaching practices / pedagogy (including blended-learning teaching practices, engagement with content materials, open-ended problem-solving, critical reflection, team work, new/relevant course materials) as well as assessments. The Committee promotes, supports and guides student-centric teaching and learning pedagogies as well as practice initiatives to enhance teaching, learning and assessment practices at SUC.

**i. GOALS**

- a. To support effective teaching and learning practices of Faculty members
- b. To support the functioning of PSDP, internship and dissertation at SUC
- c. To manage the Skyline Entrepreneurship and Innovation Club [SEIC]
- d. To support in faculty recruitment and probation confirmation

## **D. COMMUNITY SERVICES COMMITTEE**

Service to Community is the manifestation of the SUC's commitment towards society and its social responsibility. Services to Community are defined as contribution by the faculty members, staff and students of SUC towards the society in a meaningful manner satisfying the core philosophy in line with the vision and mission of SUC. The Community Services Committee provides an opportunity to faculty, staff and students to engage in achieving their responsibility towards the society through their skills, knowledge and values.

### **i. GOALS**

- a. To encourage and involve faculty, staff and students to enhance brand value of SUC.
- b. To encourage faculty, staff and students to contribute to community development Activities
- c. To invite and encourage the faculty, staff and students for active participation and in the identification of new areas for community services.

## XXXI. ADMINISTRATIVE UNITS AT SUC

### A. MARKETING AND REGISTRATION DEPARTMENT

#### i. Introduction

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

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

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

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

#### ii. Services provided to Students

##### a. Pre - Admission Services

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

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

2. Explains the standing of the SUC and the importance of its accreditation by MOHESR and its acceptability in the job market and for pursuing higher studies locally and internationally. Explains the details of BBA & MBA programs, their duration, and the potential career opportunities of majors offered in UAE and international market.
3. Inform students about part-time placement/internship opportunities.
4. Helps the prospect to choose suitable area of major to be pursued through the aptitude test
5. Explains the admission requirements and fee structure
6. Informs about documents to be submitted
7. Explains the facilities available in SUC
8. Verifies the documents to check the eligibility
9. Verifies the eligibility for transfer of credits, if applicable
10. Informing students regarding visa regulations
11. Inform student seeking SUC visa about the hostel facilities
12. Explains the refund policy
13. Information about Toastmasters Club

**b. During Admission Services**

1. Helps in filling up of application forms
2. Orients about the English / Math placement tests, conducts interview and provides model papers
3. Orient student about the challenge exam and provide handbooks, which give the details about the registration for challenge exam, fee structure, course content, examination date and the model practice papers.
4. Orient student about interviews to the prospect who is eligible to take admission under this criteria and provides basic guidelines on registration, interview date, applicable fee, areas of interview, evaluation criteria and the interview dates.
5. Issues the hall tickets for the placement test and informs the date and time of the test
6. Helps students to complete the process of fee payment
7. Informs about the placement test results and organizes retest, if applicable
8. In case the candidate fails the English and/or Math placement test, the counselor advises the candidate to enroll in basic/advanced hours of English Foundation or Numeracy Crash Course based on score attained.

9. In case the candidate takes the admission into the foundation program and wishes to complete the TOEFL from outside and submits the pass certificate before the commencement of the main program, SUC will register the candidate into the main program in the next intake however, the fee of the foundation program cannot be adjusted.
10. Inform student regarding courses approved for transfer of credits and graduation plan

**c. Post Registration Services**

1. After a candidate fulfils the admission requirement the admission department verifies the validity of documents and formally registers into the program
2. Guides the enrolled students about the academic and academic support services through the orientation program
3. Guide the student and provide details of the main program, MQP & Maths.
4. Inform students about the commencement date of classes and use of portal services
5. Inform students about collection of the admission kit
6. Receive the students on the first day of classes and guide them to the orientation program
7. To help student get acquainted with facilities and services available at SUC a campus tour is organized by the marketing department.

## B. ADMINISTRATION, EXAMINATION & REGISTRATION DEPARTMENT

### i. Introduction

The Administration, Department is a vital unit of Skyline University College (SUC) organizes general administration and academic activities related to the planning, execution and record keeping of various programs offered at SUC. The general administration activities involve registration, academic operations, student management and student services. Another major function of Administration, Registration and Examination department is to administer the examination processes and monitor student progression and counseling till graduation. The Administration, Registration and Examination department is responsible for developing the overall Institutional and Institutional calendar which guides the operations of SUC.

### ii. Services provided to Students

#### a. 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

#### b. 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.*

#### c. Letters [Arabic/ English]

Recommendation letter, Bonafide 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, Deans List letter

**d. 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.

**e. 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.

**f. 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.

**g. Lockers**

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

**h. Lost And Found**

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

**i. 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.

**j. 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. Students who wish to use the college transport are requested to register with the Finance Department.

**k. SMS Services**

The administration also provides SMS services to inform the students of any emergency needs that might arise.

**l. Wireless Services**

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

**m. Online Services**

Students can avail the online services for their various requests

**n. Mosque And Prayer Rooms**

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

**o. Plasma Electronic Display**

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

**p. Bulletin Boards**

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

**q. Help Desk**

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

**r. Graduation Plan**

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

**s. 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:

1. Application Fee
2. First Installment Fee
3. TOC Fees (If applicable)
4. TOEFL Exam Fee (If applicable)
5. TOEFL Book (If applicable)

**t. 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 / quarter basis.

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

**u. Services On The Portal**

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

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

## C. STUDENT SERVICES DEPARTMENT

### i. Introduction

Student Services Department (SSD) develops, coordinates and provides comprehensive support services for the continual growth and development of the students. It coordinates with Academic and Academic Support Services departments of SUC to assist and provide all information and document requirements of the students as and when necessary. It facilitates in shaping the student to be a responsible professional through counseling, ensuring smooth academic progress of students in the programs.

SSD also supports and promotes student centered environment by encouraging student-faculty interaction at regular intervals to solve various academic and career development issues. Students are encouraged to participate in various extra-curricular, co-curricular, student club/committee activities for their overall development through the SSD orientations carried out at regular intervals.

### ii. Services provided to Students

#### a. 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.

#### b. Admission Kit

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.

#### c. Letters [Arabic / English]

Recommendation letter, Bonafide 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, Deans List letter

#### d. 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.

e. **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 2 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.

f. **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.

g. **Lockers**

Lockers are 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.

h. **Lost and Found**

Lost and found items will be kept in Administration, Registration & Examination department; Students are encouraged to report of any missing items as soon as possible.

i. **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.

j. **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. Students who wish to use the college transport are requested to register with the Finance Department.

k. **SMS Services**

The administration also provides SMS services to inform the students of any emergency needs that might arise.

l. **Wireless Services**

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

m. **Online Services**

Students can avail the online services for their various requests.

n. **Mosque and Prayer Rooms**

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

o. **Common Room**

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

p. **Plasma Electronic Display**

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

q. **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.

r. **Help Desk**

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

s. **Counseling**

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

t. **Addressing Grievance**

The SUC realizes the importance of having a system in order to address and deal with student dissatisfaction. The department works constantly towards minimizing errors and avoid repetitions of problems related to academic and non-academic services. The student can appeal to the registrar if his issues are still unresolved.

## D. FINANCE

i. **Introduction**

The Finance Department's prime responsibility is to ensure the financial stability and sustainability of SUC by projecting and assessing risk at regular intervals. This is achieved by implementing effective control systems, supporting & advising departments in managing their budgets and expenditures. The Finance department serves students, staff and SUC community with accuracy. Finance Department provides guidance and orientation on budgeting, accounting and financial services for the academic and administrative departments of SUC that will enable it to achieve its mission. In order to assist SUC in achieving its mission, the department develops implements, maintains and monitors department wise revenues and expenditures that ensure accountability and transparency in managing the financial resources efficiently & effectively. This system requires the department to properly account for the financial transactions in line with the planned budget. It also analyses and reports all budget information in order to help the management take appropriate decisions. The department prepares and supervises the budgetary and financial aspect of the international offices. The department handles the transportation facility which is extended to the students, staff and faculty. The physical resource facility management is another area which is managed by the department. The main responsibility is to keep the campus and the surrounding in pristine condition to allow uninterrupted services.

ii. **Services / Facilities Provided To Students**

a. **Cafeteria**

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

### **b. Student Transport**

SUC provides transport facilities to the students living in Sharjah, Dubai and Ajman. The transportation facilities are arranged with the Swift line Transport Company. The timings, bus stops and route plan are pre-determined by the finance department. All students who avail transportation are required to approach the finance department and fill up the transportation registration form providing the exact details of place of stay (if, possible landmarks near your location for easy identification), contact numbers. Students are allotted the time and designated place for the pick-up and drop. A monthly fee is charged from the students and in case of students discontinuing the transport services, the same should be intimated to the finance department before the start of the next month. Transportation fees should be remitted to the Accounts Department on or before the 10th of each month, where a student is issued with a bus pass and has to be shown on demand. Transport fees are charged for the calendar month irrespective of how many days they avail the facility in the month. All students using the transport facility must abide by the rules and regulations as mentioned in the transport policy below.

### **c. Scholarship**

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

1. Need based scholarship - offered on income criteria
2. Merit based Scholarship
3. Toppers Award - offered on academic performance
4. Sports Scholarship - offered on excellence in sports
5. Corporate Scholarship - offered to organizations, social clubs, consulates and government departments
6. Outstanding efforts in extracurricular activities

**d. Fee Waiver**

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

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

**e. Fund Raising**

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

**E. COMPUTING DEPARTMENT**

**i. Introduction**

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

**ii. Facilities provided to Students**

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

**a. Computer Labs**

The SUC has three computer laboratories with around a total of 122 computers with different configurations to match the requirements of the curriculum. A total of 170 System are managed by Computing Department with the help of technical assistant. All the computers have multimedia with internet facility in the lab and are regularly updated for uninterrupted access by the students.

**b. Audio-Visual Equipment In Class Room**

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

**c. Printing & Photocopying Center**

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

**iii. Services provided to Students**

**a. Software Centre**

Software center is controlled by the Computing Department which is responsible for developing in house software as per the requirements of various Academic and Academic Support Services departments of the SUC. They also take care of portal services of the SUC. It also oversees all the software development activities outsourced to external consultants.

**b. Audit of Website, Portal & FAQs**

The Computing Department audit the website, portal & FAQs on monthly basis in order to provide active web & portal services to the users of SUC including academic & academic support services to display information to the SUC community.

**c. 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.

**d. Internet Services**

The internet facilities are provided to faculty, staff & students to enable them to communicate at regular intervals. The internet network is connected with 40 Mbps fiber optics connections both network staff & student, however Wi-Fi network is 100 Mbps 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.

**e. Students Email Accounts**

Every student enrolled in SUC should use their personal id for official communication at the time enrollment, however student can update every month if they are changing their email id visiting the skyline portal to update the email id.

**f. SUC Staff Telephone Landline & Mobile Connection**

The Computing Department provides each faculty and staff member with a telephone connection with an extension number linked to the PABX System. The zero dial facility is provided to the Dean, HQA, Registrar, HOA, HODs and all marketing staff. This facility can be extended to other staff/faculty members on a need basis and upon approval by Dean. The computing department provides official mobile connection to all marketing department staff, head computing, account assistant, head sports, executive corporate affairs & PRO. However this facility can be extended to other members on a need basis and upon approval by Dean. The mobile connectivity is provided to select staff members and HODs on a monthly slab basis as approved by Dean. This facility is provided to the members to enable them to develop business and facilitate to developing corporate relation even during non-working hours.

**g. SUC Staff Walkie-Talkie**

The Computing Department provides Walkie-Talkie to all support staff, marketing staff, HODs, Registrar & Dean to facilitate them to interact for increasing the coordination and operational efficiency. This facility can be extended to other staff/faculty members on a need basis and upon approval by Dean.

**h. 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.

**i. 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, 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.

**j. Access to Computing Labs**

The Computer labs are available for students from 0930hrs to 1330 hrs. and from 1700 hrs. to 2210hrs on working days. The Computer labs are available for access from 0900hrs to 1800 hrs. on Friday and from 0900 hrs. to 1900hrs on Saturday.

**k. 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.

## **F. LIBRARY**

### **i. Introduction**

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

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

### **ii. 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, from 9:00 am to 6:00 pm on every Friday and 9.00 A.M to 7.00 P.M. on every Saturday. Library will remain closed on public & Government holidays.

### **iii. Facilities and Services provided to Students**

#### **a. Newspaper Clipping Service**

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

#### **b. SDI/ CAS Services**

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

### **c. 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.

### **d. Discussion Rooms**

There are six rooms for students' discussion which can be used by students for their group discussion, Debates and Quiz Practice. The rules and regulations for using the discussion rooms 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.

### **e. Presentation Room**

SUC has a presentation room which can be used by the students for the preparation of Assignments, Dissertations. It can also be used by faculty and staff for their meetings. Following are the policies for using the discussion rooms:

1. The students have to reserve the presentation room in advance.
2. The students may be permitted to use their laptops or use the system.
3. While making the presentation or discussions, the group must maintain proper decorum of the library and maintain less disturbance for others.
4. The faculty members can use the rooms at their leisure.

**f. Online Resource Service**

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.

**g. Orientation to Students (BBA & MBA)**

An orientation will be given to all the Freshmen of BBA & MBA at the beginning of the semester. The Administration, Registration & Examination Department will advise the date and time for the orientation. The orientation will include General information of the Library, rules and regulations, library infrastructure, circulation procedure, services offered, usage of E resources etc. A special orientation and training will be given to MBA students on usage of E-books on Vital Source platform.

**h. Orientation To Faculty**

All the new Faculty & staff members will be given an orientation as per the schedule arranged by the HRD. The orientation will include General information of the Library, rules and regulations, library infrastructure, circulation procedure, services offered, usage of E resources etc.

**i. Display Information On Plasma/Notice Board**

The Library staff will display new arrivals on the Plasma TV at a regular interval for the benefit of the user community. The notice boards will be regularly updated with current information relevant to subjects taught in SUC as well as General information.

**j. Leaflet Information**

SUC library leaflet is available in the Library with all the relevant and important information about the Library. The purpose of the leaflet is to give an idea about SUC library to the visitors and guests.

**k. Regular Updates To Faculty And Students Through Mails**

Library will regularly update the Faculty, staff & Students with the updated Resources of the Library through E-mails. Beside the resources list the library will also update its patrons with events and activities of the Library, Book reviews, Good reading quotes etc.

**l. Reference Section**

Reference titles are available in various subjects based on the curriculum core text books and it will be updated every year through participating, organizing Book Fairs, Online Book Request & LCD Meetings etc.,

**m. Rental Section**

Rental Books will be given to the Students at the beginning of the every semester, and it can be returned end of the semester. Titles will be updated based on the recommendation of program review committee.

**n. Periodical Section**

Physical Journals & Magazines are displayed and the back volumes can be borrowed by SUC Members. All periodicals will be entered in the kardex register.

**o. New Arrivals Section**

All newly arrived materials will be displayed in this section after system processing.

**p. Silent Zone**

This zone is created to fulfill the requirements of the Students who want to study in very silent environment.

**q. Learning Zone**

Learning zone is available in the Main Library Hall with 23 computers.

**r. Research Zone**

This zone consists of Research based publications and is specifically used by Faculty members.

**s. Teaching Zone**

Faculty members can bring the Students and conduct the session with help of reference and Online Resources (EBSCO, ProQuest, Ebrary etc.)

## G. SPORTS

### i. Introduction

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

The Sports Department plans, organizes and conducts Intra-mural and Inter University/College sports activities on an annual basis to develop the spirit of competition, coordination and cooperation among the youth. The Sports department of SUC has the responsibility of health and safety of SUC community, manage students' hostels and engage students in community service activities.

### ii. Services provided to Students

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

## H. CORPORATE AFFAIRS OFFICE

### i. Introduction

The Corporate Affairs Office is responsible for building long term relationships with corporate establishments for the purpose of integrating the academics and industry for mutual benefit including placements and internships, Guest Lecture & Technical Visits, Scholarships for company employees, participation in MDPs and Conferences etc. It enters into agreements [MoUs] with the companies to explore possibilities of collaboration in the fields of enriching the curriculum, providing industrial inputs to the students, training for industry professionals, participating in panel discussions and community development. It also engages in identifying the industrial training needs and knowledge, skills & competencies expected from the students ready for employment market.

The Corporate Affairs Office also engages with the universities worldwide by signing MoU/Articulation agreements to promote cooperation in various activities like faculty/students exchange program, community engagement, international internship, collaborative research and project work etc.

The office also includes the Student Events Department who is responsible for creating a vibrant and friendly environment in the university by involving students in extracurricular and social activities. SUC is marked with numerous public and official events throughout the year to give the students a well-rounded and active lifestyle. The department plans and organizes inter-university and external events allowing students to get exposure and improve their skills. The Student Events Department is also responsible in maintaining an active Clubs & Committees dedicated to the interests of SUC students. The SUC Clubs & Committees aims to provide interest-based both academic and non-academic activities for students to fulfill leadership roles on campus.

Corporate Affairs Office always believe in the continuous lifelong learning process. With this belief and conviction it engages the alumni throughout the year by inviting them in various panel discussions, seminars and international conferences, business meet, forums where they can share their views and nurture themselves as future leaders.

## ii. Services provided

### a. Corporate

1. Is responsible for coordinating and implementation of a university-wide systematic, comprehensive, technology driven placement system designed to locate, attract and retain the students the university serves for their higher education. These services includes 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.
2. Develop constructive and cooperative working relationships with academic, Government affiliates and Corporates through maintaining good communication and networking. This includes Signing MOU with Corporate Organization and Academic Institutional Partners in UAE and abroad.
3. To Assist and promote University Certification programs under Center of Professional Development (CPD) and Management Development Program (MDP) to the potential organizations both academic and corporates. These programs are both short term and long term and is primarily serves to enhance professional capability of the individual/group in sustaining market challenges.
4. Coordinate and engage with Quality Assurance Department and Institutional Research Office for conducting and preparing Program Reviews, feedback of syllabus both from academic partners and potential employers of our graduates. Furthermore, it includes feedback of Alumni working in the respective field, feedback of current graduating students for internships/employments opportunities, feedback from employer/companies/institutions where our graduates currently been placed. These all services are done for quality purposes and developing articulation with Universities, maintaining record and for providing feedback mechanism for Internal Management of the University and External stakeholders.

5. Corporate visits and event participation are done regularly to identify main corporate individuals and organizations, determine to partner. This helps to create Jobs and Internship opportunities for the SUC students/graduates to locate themselves in reputable organization both in UAE and abroad. Moreover it also helps to communicate University wide Degree Programs and short courses for the partner organizations.

**b. Events:**

1. To establish and operate clubs and committees for students' recreation, educational, and voluntary participation. It enhances and contribute to the students' academic and non-academic capabilities while staying at SUC.
2. To generate events and activities internally through different clubs ad member students and also engaging students in participating externally while representing their University as brand ambassadors.
3. To serve alumni/graduates of SUC with strong liaison to their alma mater. Be a part of Alumni Association in supporting them with jobs, annual events and activities engagements, inviting them for different guest lectures and ensuring their representation on all official happenings at SUC. Furthermore, to strengthen Graduate Management Network (GMN) in establishing strong relations of graduates and Corporate organizations. This Network brings net worth for their career development and University image building.
4. Manage department's annual budgets supporting both Corporate Affairs Office and Events.

## I. MEDIA & COMMUNICATION CENTRE

### i. Introduction

Media and Communication Department (MCD) at Skyline University College (SUC) handles media related activities and transmits constant communication to relevant audiences. The Department is committed to strengthening the university's image and increasing brand awareness nationally, regionally, and internationally. It primarily plays a key role in disseminating and communicating the university's message to both internal and external audience. The department is divided into three functions: Content Management, Designing, and SMO/SEO.

The content management is the department's responsibility of providing necessary contents to concerned departments. Contents created, edited, and conceptualized by the department are press releases, social media posts, website contents, and marketing material contents. The department circulates these contents to a targeted platform – online media and offline media, university website, and social media channels.

The designing responsibility is also under the department's domain of work where it provides artwork and design collaterals to all departments that need assistance internally and externally. The department conceptualizes ad materials for both online and offline media, executes website design development, and creates structure and design of the university publication and e-newsletter. It also handles design-related duties of various school activities and events such as banners, invitations, and posters.

The department ensures that the university's online presence is strong in various social media channels through Social Media Optimization (SMO) and maintains an increased number of website traffic by means of Search Engine Optimization (SEO). It is responsible for listing the website in different sites and improving the website ranking in several search engines.

In summary, the department provides information and news about the university's activities, events, and achievements; coordinates the public and media relations efforts; develops the university's main webpages; and ensures the proper usage of the university's brand.

## ii. Services provided

Media and Communication department provides following services:

### a. CONTENT DEVELOPMENT, LISTING AND RANKING

1. Press release content of important events and activities of the university.
2. Social media content of weekly internal and external activities of the university.
3. Website content for News and Events.
4. Advertisement content for newspaper, magazine, e-mailer, and newsletter.
5. University publication review and edit.
6. Website pages content review.
7. Content management calendar for academic and non-academic.
8. Organizational policy review and development.
9. University copyright review and development.
10. Database of website listings and website ranking improvement.
11. University E-newsletter content.

### b. DESIGN, WEBSITE, PORTAL AND FAQ'S

1. Artworks for internal and external university all department events and activities.
2. Design collaterals for internal and external Newslines, Flyers, Brochures, Banners, posters, stands, and advertisements.
3. Develop monthly E-newsletter.
4. Website design, structure, and updates.
5. University Portal design and updates.
6. University FAQ's design and updates.
7. University publication design and structure.

### c. SEO, SMO AND KNOWLEDGE UPDATES

1. University content postings on various social media platforms
2. University website high visibility on the internet through Search Engine Optimization (SEO)
3. University website strong online presence on social media through Social Media Optimization
4. Knowledge Update fortnightly and monthly updates

## **J. INSTITUTIONAL RESEARCH & QUALITY ASSURANCE OFFICE**

### **i. Introduction**

The Institutional Research and Quality Assurance (IR&QA) Office is a vital unit in achieving SUC's quality standards envisaged in the Vision and Mission. It also strives to provide quality services in academic and academic support services in SUC and evaluate best practices of National and international academic institutions in the region and the world over. This office works towards meeting the guidelines/standards/accreditation requirements provided by MOHESR and International accrediting agencies. The roles of IR & QA Office are detailed in the following sections.

#### **a. INSTITUTIONAL RESEARCH OFFICE**

The Institutional Research office is responsible for planning, designing data collection instruments, gathering, compiling, analyzing and disseminating information to Operational Executives and Strategic Decision makers. Institutional research office's major role is to measure, analyze and report findings that facilitate in gauging the level of Institutional Effectiveness (IE), Identifying gaps and making amendments in the process of Institutional Effectiveness. Results from the various institutional effectiveness tools are used to provide guidance in preparing and evaluating annual and strategic plan and disseminate inputs for academic and administrative operative decision makers. Institutional Research office uses existing databases and gathers additional data as warranted to determine the future course of actions in achieving the Vision and Mission of SUC.

#### **b. QUALITY ASSURANCE OFFICE**

The Quality Assurance Office reviews various feedbacks and IE reports for each academic year and disseminates the findings and suggestions to the Executive Council and Operational Heads for necessary actions and decisions to improve academic and academic support services. The Quality Assurance office designs appropriate methodologies for meeting the Quality standards of the Institution in Academics and Academic Support Services to increase the effectiveness and efficiency of the institution.

The QA office is responsible for providing guidelines for the implementation of policy procedures during the academic year. QA conducts regular audits of academic and academic support services to ensure the adherence of policy and procedures for the improvements in the overall institutional quality standards. It also helps in preparing, implementing and evaluating the Strategic Plan.

The QA Office conducts developmental activities for faculty and staff members at regular intervals so as to enhance the overall institutional academic and academic support services.

## ii. **Services Provided by Institutional Research Office & Quality Assurance Office**

### a. **INSTITUTIONAL RESEARCH OFFICE**

#### 1. **Planning and Decision Support**

Institutional Research Office (IRO) identifies the data requirements, plan and develops assessment tools helpful in gathering appropriate information for increasing institutional effectiveness. IRO compiles, analyzes and disseminates information for decision making in the process of institutional effectiveness. It provides inputs for preparing and evaluating Strategic Plan, annual and semester plans.

#### 2. **Feedback Survey**

Conducting various surveys that helps in assessing the status and requirements of SUC among the stakeholders is a major responsibility of the Institutional Research Office. Student, staff, graduate and employer perceptions and opinions are imperative in determining the future directions of SUC. Therefore, IRO reviews, develops, plans and implements appropriate survey tools and analyzes and disseminates the results for appropriate action.

#### 3. **Assistance in Accreditation**

IR Office is responsible for assisting in the process of national and international accreditation process by providing all the institutional data required for application review.

#### **4. Facilitating the Performance Evaluation System**

The IR office helps in developing the tools for performance evaluation systems of evaluating Board of Governors, Executive Council Members, Academic Affair Council, Faculty and Staff. It collects and analyzes information on various stake holders and evaluates their performance through a predefined evaluation systems and forwards the evaluation results to decision makers.

### **b. QUALITY ASSURANCE OFFICE**

#### **1. Quality Enhancement**

SUC is committed to excellence in all aspects of academics and academic support service departments as envisioned in the vision statement. The Quality Assurance Office ensures there is continuous enhancement of the institutional goals in meeting the specified standards and requirements across all areas of Academics and Academic Support Services.

#### **2. Developing Institutional Policies**

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

#### **3. Quality Auditing**

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

#### **4. Ensuring compliance with accreditation standards**

The Quality Assurance Office keeps track of all the latest updates in the MOHESR standards and reviews its impact on the institutional policy and procedures. It is the responsibility of the Quality Assurance Office all the necessary amendments as per the latest updates are reflected in the appropriate policies. It ensures that all the important documents of the Institution are amended as per the changes in the standards set by the MOHESR.

## **5. Enhancing Institutional credibility**

### **5.1. Benchmarking**

Benchmarking in higher education is an important tool of setting higher goals and achieving them through defining specific academic processes and procedures. In SUC, the need for benchmarking is visualized with respect to diversity of student community and teaching community, the National Qualification framework of UAE, the industry requirement and international placements currently SUC has adopted standardizing CDPs, nature of assessment tools, quality check of question papers to meet learning outcomes, program learning outcomes linked with the skills and competencies desirable by the industry.

### **5.2. Facilitate data for accreditation, awards, ranking and listing**

The Quality Assurance Office provides data to any Office that is working on accreditation, awards, ranking and listing at national and international levels. It helps in preparing documents, evaluating and developing application forms and equivalencies for Programs.

## XXXII. ENGLISH LANGUAGE CENTER

### A. INTRODUCTION:

English Language Centre (ELC) trains the students to develop four language skills – Listening, Reading, Writing and speaking to enable them to appear for the IELTS exam. It also offers Cambridge English: Preliminary (PET) Preparatory Course ELC aims to equip the students to comprehend the concepts with clear perception. It trains the students who wish to take City & Guilds IESOL exam which is one of approved tests by MOHESR. ELC also offers mathematics crash course under the guidance of the academic faculty members from general education section of the BBA Program.

### B. COURSES CONDUCTED BY ELC

Please refer following sections for details on courses conducted by the English Language Center at SUC:

- i. PLACEMENT TESTS CONDUCTED AT SUC*
- ii. PREPARATORY COURSES*

### C. FACILITIES AND SERVICES PROVIDED

- i. ELC prepares the students to appear for City & Guilds IESOL Exam & IELTS exam.
- ii. It also offers Cambridge English: Preliminary (PET) Preparatory Course.
- iii. It also offers mathematics crash course under the guidance of the academic faculty members from general education section of the BBA Program.
- iv. It conducts the orientation classes for the test takers of TOEFL, IELTS and City and Guilds IESOL exams.
- v. It coordinates in conducting mock exams for these test takers. Student can login the Skyline Portal to check the following:
  - a. Academic Calendar
  - b. TOEFL Navigator
  - c. PDF File Format
  - d. Flip Book Format
  - e. HTML Format
  - f. TOEFL Navigator Audio files
  - g. Math Test Guide
  - h. IELTS Pathfinder

- i. IELTS Pathfinder -audio files
- j. City & Guilds - IESOL -Action Planner
- k. Attendance
- l. Information about the IELTS web sites suggested by the teacher
- m. Updated news and events
- n. Results
- o. All requests
- p. Car registration
- q. All kinds of letters
- r. Names of advisors
- s. Room allocation
- t. Class schedule

## XXXIII. DIRECTORY

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MOROCCO OFFICE	8	Ms. Lamia El Mouhib	Marketing Executive		

## XXXIV. PROFESSIONAL AND COLLABORATIVE RELATIONSHIPS

The Institution has articulation agreements with various Colleges/Universities in Canada, UK, USA, Australia, New Zealand, Ireland, India, Pakistan etc., which facilitates the students to get transferred for further studies.

SUC also maintains professional relationships with IATA-UFTAA, Accreditation Council for Business Schools and Programs (ACBSP), Confederation of Tourism and Hospitality (CTH), Association of Chartered Certified Accountant (ACCA) with Gold Status membership and the World Tourism Organization (WTO).

## SECTION II – INFORMATION ON BBA PROGRAM

# I. ADMISSION REQUIREMENTS FOR BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

## NEW ADMISSIONS ENTRY REQUIREMENT

All admissions in SUC are guided by Ministerial Decrees # 200/yr 2004 and 133/yr 2005; MOHESR / CAA /The Standards for Licensure & Accreditation-2011.

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

### i. High School Grade

- a. Prospective student should have 60% marks in the secondary school of UAE or its equivalent as per the International Grade Conversions published by World Education Services Inc. ([www.wes.org](http://www.wes.org)) and [www.classbase.com](http://www.classbase.com). Student having any equivalent qualification from an institution in UAE must get the documents attested by the Ministry of Education and Youth. For qualifications obtained from abroad, attestation is required from the relevant authorities of that country.
- b. Seven subjects of IGCSE/GCSE/GCE (O-Level) with grade 'C' or above (AS-Level) with grade 'D' or above (A-Level) with grade 'E' or above. All documents require attestation from the competent authorities.
  1. Same subject taken at 2 or more levels can be counted as two different Subjects.
  2. Subjects taken out of School in the 12<sup>th</sup> Year shall be accepted provided they are attested by The British Council.
  3. Combination with UAE-SS Grade12; OR Combination with American Diploma in Grade 12 is NOT permitted.
- c. American Diploma after 12 years of schooling is permitted. However the certificate should be attested by relevant authority like MOE / KHDA / ADEC and the candidate must fulfill SAT requirements.

*Note: SUC accepts students with American diploma as per the MOHESR guidelines with anyone of the category mentioned below*

1. **IB Diploma:** Requirements include 6 subjects; with minimum 24 points and must have minimum of 2 High Level subjects in addition to Normal Level ones.

## 2. **IB Certificate**

- 2.1. SUC to accept IB certificate requires a minimum grade of 22 points
- 2.2. IB certificates are considered as American Diploma and are equalized by Ministry of Education.
- 2.3. Should require SAT (400 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+ 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 MOHESR. 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 MOHESR. 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 Test (TOEFL/IELTS/PEARSON-Academic, Cambridge English: Advanced Test/ City & Guilds-IESOL)**

Prospective BBA student is required to fulfill any one of the following requirements for admission to BBA program as given below (Refer Table 1)

- a. A minimum score of 500 out of 677 on Institutional Test of English as Foreign Language (TOEFL) or a minimum score of 61 out of 120 on the Internet Based Test (IBT) of TOEFL or a minimum score of 173 on the Computer based TOEFL (certificates will be accepted upon verification by the ETS)
- b. A minimum score of 5.0 on International English Language Testing System (IELTS - Academic)
- c. A minimum score of 36-46 in the Pearson Test of English.
- d. A minimum score of 41-46 in Cambridge English: Advanced Test of English Language.
- e. A minimum score of B1 in City & Guilds IESOL / SESOL Test.

**Table -1 BBA Score Range**

SN <sub>o</sub>	IELTS [ACADEMIC]	TOEFL - ITP	TOEFL - IBT	TOEFL - CBT	PTE-ACADEMIC	CAE	City & Guilds IESOL	Entry to program/preparatory courses
1	>=5	>=500	>=61	>=173	>=36	41 - 46	B1	Direct Entry into BBA
	-	475-499	-	-	-	-	-	Retake TOEFL without preparatory course
2	4 - 4.5	425 - 474	39 - 60	117 - 170	29 - 35	32 - 40	A2	CITY & GUILDS - 45 SESSIONS
3	3 - 3.5	Below 425	21 - 38	67 - 110	24 - 28	-	Below A2	COMBINATION OF CAMBRIDGE PRELIMINARY : PET + 75 HRS IELTS

**Note:**

1. *Qualifying English Proficiency Test is mandatory for all including native speakers*
2. *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 IETLTS website.*
3. *Requirements are applied regardless of educational system or country where student is coming from.*

**iii. Mathematical Ability Test**

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

**Exception for taking Mathematical Ability Test:**

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

**A. PROVISIONAL ADMISSION**

**i. IN CASE OF UAE HIGH SCHOOL BOARD  
PROVISIONAL ADMISSION PROCEDURE (UAE HIGH SCHOOL BOARD)**

- a. Fill up the Application form for Admission in SUC.
- b. Submit Admission entry requirement documents.
- c. Pay the application & registration and first installment fee along with the submission of application as applicable (Local).
- d. In case of candidates without English Placement scores and / or Math score, will have to appear for English Placement test and / or Math Placement test as per schedule.
- e. Appeal for Dean's consideration.
- f. Dean's Approval.

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 MOHESR. It is not applied 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. IN CASE OF INCOMPLETE DOCUMENT SUBMISSION**

**PROVISIONAL ADMISSION PROCEDURE (UAE HIGH SCHOOL BOARD)**

- a. Fill up the Application form for Admission in SUC
- b. Submit Admission entry requirement documents
- c. Pay the application & registration fee and first installment fee along with the submission of application as applicable (Local / Visa / Visa Letter / Embassy Letter)
- d. In case of candidates without English Placement scores and / or Math score, will have to appear for English Placement test and / or Math Placement test as per schedule
- e. Fill up undertaking forms for incomplete submission of any of the required documents
- f. The student will be allowed on provisional admission for a period of one semester. The pending documents as per registration checklist must be submitted by the student before enrolling into the second semester.

**B. TRANSFER ADMISSION**

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

**Transfer of credit is granted under the following conditions:**

- i. They must pass the English and Mathematics proficiency requirement.
- ii. The course contents mentioned in the CDP of the previous institution should match to a minimum of 75% of the SUC Syllabus of the corresponding course thereby ensuring similarity in the course learning outcomes.
- iii. 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.

- iv. The credit hours completed must be equivalent or higher to the corresponding courses offered at SUC.
- v. The students must have passed the course with a minimum of 'C' grade or equivalent.
- vi. 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.
- vii. No transfer can be awarded for Capstone and protected courses of SUC.
- viii. 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.
- ix. A student is placed in the Senior Level status only after completing all the balance courses till the junior level.
- x. 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.
- xi. The grades of transferred courses will not be included while calculating the student's Grade Point Average (GPA).
- xii. The processing fees of TOC is non-refundable and is charged (as per applicable fee structure).
- xiii. Transfer admission students will not be included in the toppers list.
- xiv. TOC will be awarded to students of Higher College of Technology diploma holders on the following conditions. (This provision is made available as per the Ministry of Higher Education & Scientific Research (MOHESR) circular no.1 (amended) dated 11th March 2006).
  1. The 12th standard Certificate should not be less than 50%.
  2. His/her diploma should be accredited and attested by MOHESR or its equivalence certificate for those who graduate outside UAE.
  3. To check the validity of the certificate issued by HCT and make sure that it is authentic.
  4. CGPA should be 2.0 and above.
  5. The student should get "C" grade and above in the following subjects:
    - a. English
    - b. Math
    - c. Computer
  6. 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.

- xv. Once the TOC is granted, it will be informed to student along with the graduation plan for review & consent with signature.
- xvi. Once a student will change his/her emphasis, process will be treated as new, thus, additional fee will be applicable as per published fees structure.
- xvii. 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.
- xviii. This TOC process once approved is applicable only for the mentioned intake.
- xix. TOC will not be granted to provisionally enrolled student for the courses which are in offer in the 1st semester.
- xx. 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.
- xxi. Fee waiver for the TOC courses granted will be applicable only on completion of the program, otherwise, the full amount must be paid.

### **Procedure to apply for TOC**

- i. Fill up the Application form for Admission along with TOC application form in SUC
- ii. Submit the following TOC Admission entry requirement documents:
  - a. The official transcript from accredited institutions
  - b. Detailed syllabi(Credit Value, Level, detailed course content, learning outcomes/objective and indicative learning resources)
  - c. An official letter from the previous institution
  - d. All documents mentioned in the admission requirements
  - e. Processing fee of AED 300/- (non-refundable) must be paid for evaluation
  - f. 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
    - 1. Pay the application and registration fee along with the submission of application as applicable (Local / Visa / Visa Letter / Embassy Letter)
    - 2. In case of candidates without English Placement scores and / or Mathematics score, will have to appear for English Placement test and / or Mathematics Placement test as per schedule

## Procedure for Finalizing Institutions For The Purpose Of Transfer of Credits

### Qualification

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

- i. Accredited by the MOHESR, UAE
- ii. Accredited by the Central or Regional accreditation bodies in the United States of America
- iii. Accredited by the UGC Grants Commission of India
- iv. Accredited by the HEC Grants Commission of Pakistan
- v. Approved by the Quality Assurance Agency in Education, U.K.
- vi. Accredited/recognized by the Ministry of Higher Education for all other countries from where the student is seeking admission.

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

### C. ADMISSION TO PHYSICALLY CHALLENGED STUDENTS

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

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

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

## II. REGISTRATION REQUIREMENTS

Candidates seeking admission in SUC are required to submit the following documents as applicable in the respective category:

### A. LOCAL CANDIDATES WITH OWN VISA

- i. National Security Services clearance certificate for UAE Nationals effective from 2014.
- ii. 2 Passport size colored photographs (not Polaroid) along with a digital copy
- iii. Passport Copy with minimum six months validity
- iv. UAE National ID
- v. Attested copy of High School Certificate along with marks sheet (as applicable).
  - a. UAE 12th standard High School certificate students should submit the attested copy by the school and Ministry of Education, UAE
  - b. Students from foreign schools operating in UAE approved by the Ministry of Education, UAE should submit attested certificate by the school & private Department in Ministry of Education, UAE
  - c. Students from overseas school certificate should submit attested copy by the school, Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from the country of origin
- vi. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 44 or Cambridge English Advanced Test score of 154 or City & Guilds IESOL Test score of B1 or the equivalent score on any other standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- vii. The applicable fees must be paid at the time of admission.
- viii. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required details will be submitted within the stipulated time. In the event the duration and signed undertaking is not duly observed student needs to leave SUC without any liability from SUC.

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

- i. National Security Services clearance certificate for UAE Nationals effective from 2014.
- ii. 2 Passport size colored photographs (not Polaroid) with white background along with a digital copy
- iii. Passport Copy with minimum eight months validity.
- iv. Attested copy of High School Certificate along with marks sheet (as applicable).

- a. UAE 12th standard High School certificate students should submit the attested copy by the school and Ministry of Education, UAE
- b. Students from foreign schools operating in UAE approved by the Ministry of Education, UAE should submit attested certificate by the school & private Department in Ministry of Education, UAE
- c. Students from overseas school certificate should submit attested copy by the school, Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from the country of origin
- v. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 44 or Cambridge English Advanced Test score of 154 or City & Guilds IESOL Score of B1 or the equivalent score on another standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- vi. The applicable fees must be paid at the time of admission
- vii. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required documents will be submitted within the stipulated time as agreed.
- viii. Student Personal details form with the Country of residence telephone number.

### C. VISA STUDENTS (OVERSEAS)

- i. 2 Passport size colored photographs (not Polaroid) with white background along with a digital copy
- ii. Passport Copy with minimum eight months validity.
- iii. Police clearance certificate
- iv. Medical certificate from any registered hospital, if applicable.
- v. Attested copy of High School Education Certificate along with marks sheet (12th Standard certificate attested by Ministry of Education, Ministry of Foreign Affairs and UAE Foreign Embassy from country of origin).
- vi. Proof of English Language proficiency as per admission criteria such as TOEFL score of 500 on the Paper-Based, 173 on the Computer-Based, or 61 on the Internet- Based test, IELTS score of (5.0) or Pearson Test of English Academic Score of 44 or Cambridge English Advanced Test score of 154 or City & Guilds IESOL score of B1 or an equivalent score in another standardized test approved by the Ministry of Higher Education & Scientific Research (MOHESR).
- vii. The applicable fees must be paid at the time of admission

- viii. In case of incomplete submission of documents provisional admission will be granted with an undertaking that the required documents will be submitted within the stipulated time as agreed.
- ix. Student personal details form with the country of residence telephone number is to be duly filled up at the time of admission along with hostel form.

#### **D. ADDITIONAL REQUIREMENTS FOR STUDENTS WITH TRANSFER ADMISSION**

In addition to the above documents as applicable in the category the candidate is required to submit the following documents:

- i. Attested Official Transcript
- ii. Full Course Syllabus [Credit Value, Level, Detailed course content, learning outcomes/objectives & Indicative learning resources.
- iii. Letter from College/University certifying that the student attended there.
- iv. Transfer of Credit (TOC) fee of AED 300/- once paid, is non-refundable.

Once a student changes his/her emphasis, TOC process will be treated as new, thus, additional TOC fee and change of emphasis fee will be applicable as per published fees structure.

### III. REGISTRATION PROCEDURE

The Registration department sends the admission file for each student to Administration and the registration unit of the Administration, Registration & Examination Department audits the file for the fulfillment of documents required for registration into SUC. The registration department registers the students with all the necessary documents mentioned in the registration checklist. In case of documents being incomplete or not submitted the file is returned to Marketing department for fulfilling the requirements.

#### A. REGISTRATION CHECKLIST

##### i. DOCUMENTS REQUIRED FROM ALL STUDENTS

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

##### ii. ADDITIONAL DOCUMENT FROM LOCAL STUDENTS

1. Submission of National Security Services clearance certificate for UAE Nationals effective from 2014.

**iii. ADDITIONAL DOCUMENTS REQUIRED FROM INTERNATIONAL STUDENTS**

1. Visa Documents
2. Undertaking Form for non-submission of Visa page
3. Visa Student Detail Forms
4. Hostel Forms
5. Guardian Details Form
6. Visa Processing Form
7. Guardian Authorization Letter
8. Accreditation of the University/School
9. Police Clearance (Nigerian Student)

**iv. DOCUMENTS GIVEN TO STUDENTS [COUNTER SIGNED]**

Duly Attested High School Credentials or / Diploma if Applicable

**v. FULL UNDERTAKING LIST**

1. Undertaking -Visa Page
2. Undertaking -Passport Page
3. Undertaking - Non Submission of Photographs
4. Undertaking - Non Submission of 12th Standard UAE Secondary School Certificate
5. Undertaking - Non Submission of UAE National ID
6. Undertaking - Non Submission of A - Level
7. Undertaking - Non Submission of AS - Level from IGCSE/GCE/GCSE Board
8. Undertaking - Non Submission of O - Level from IGCSE/GCE/GCSE Board
9. Undertaking -12th Standard from Abroad
10. Undertaking -12th Standard from Private Institution in the UAE
11. Undertaking -Attested High School Certificate
12. Undertaking -Attested IGCSE/GCE/GCSE Grade
13. Undertaking - Non submission of TOFEL/IELTS/CES /PET/ IESOL/SAT Result
14. Undertaking -IB Diploma
15. Undertaking - Non Submission of Equivalency
16. Undertaking for BBA Scholarship / Fee Waiver Recommendation grant

**vi. TRANSFER OF CREDITS IF APPLICABLE**

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

**vii. VISA CASE IF APPLICABLE**

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

**viii. VISA/EMBASSY LETTER**

1. Submission of 3 Postdated cheques
2. Old Visa Copy Page

**B. ISSUANCE OF STUDENT KIT**

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

**i. Admission Letters & Invoice**

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

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

**ii. Identity Cards**

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

**iii. Portal ID**

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

**iv. Graduation Plan**

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

### **C. BATCH CREATION & STUDENT ENROLLMENT**

Morning and evening batches are created not exceeding the class size policy of SUC from details obtained such as the total number of students registered/enrolled for particular courses in a semester, student's preference, courses pre-requisites, graduation plan and number of credits.

### **D. STUDENT MANAGEMENT**

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

#### IV. REJECTION OF ADMISSION / REGISTRATION

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

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

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

## V. FEE STRUCTURE FOR BBA PROGRAM

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

Tuition Fee charged per credit remains the same for the students once they register with the university however, the students should continue and complete the program without any postponement or break in between. If student postpones officially for one semester only, then the tuition fee remains the same. Not attending classes beyond one semester will be considered as new admission and published Tuition Fee for the new admissions will be applicable. Tuition Fee is subject to change annually and will be applicable for new admissions only.

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

## FEE STRUCTURE FOR NON-VISA APPLICANT (IN AED)

AY 2016 – 2017 (MAY/SEP 2016 INTAKE)

B.B.A. in: International Business (BIB) Marketing & Retail Management (BMR) Travel & Tourism Management (BBT) Information Systems (BBI) Finance (BBF)  
 Public Administration (BBP)

YEAR LEVEL	PAYMENT		AMOUNT	TOTAL (IN AED)
FIRST	Application & Registration Fee		1,000.00	39,000.00
	First Installment Fee		5,000.00	
	Monthly Installments	4125 X 8 months	33,000.00	
SECOND	Monthly Installments	6000 X 1 month	6,000.00	39,000.00
		4125 X 8 months	33,000.00	
THIRD	Monthly Installments	6000 X 1 month	6,000.00	39,000.00
		4125 X 8 months	33,000.00	
FOURTH	Monthly Installments	6000 X 1 month	6,000.00	39,000.00
		4125 X 8 months	33,000.00	
<b>TOTAL BBA FEES FOR 4 YEARS</b>				<b>156,000.00</b>

### FEE PAYMENT TERMS

#### A. Admission Fees

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

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

***NOTE:** Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published*

**FEE STRUCTURE FOR NON-VISA APPLICANT (IN AED)**

**AY 2016 - 2017 (JANUARY 2017 INTAKE)**

**B.B.A. in: International Business (BIB) Marketing & Retail Management (BMR) Travel & Tourism Management (BBT) Information Systems (BBI) Finance (BBF)  
 Public Administration (BBP)**

<b>YEAR LEVEL</b>	<b>PAYMENT</b>		<b>AMOUNT</b>	<b>TOTAL (IN AED)</b>
<b>FIRST</b>	Application & Registration Fee		1,000.00	<b>35,750.00</b>
	First Installment Fee		5,000.00	
	Monthly Installments	4250 X 7 months	29,750.00	
<b>SECOND</b>	Monthly Installments	6000 X 1 month	6,000.00	<b>40,000.00</b>
		4250 X 8 months	34,000.00	
<b>THIRD</b>	Monthly Installments	6000 X 1 month	6,000.00	<b>40,000.00</b>
		4250 X 8 months	34,000.00	
<b>FOURTH</b>	Monthly Installments	6000 X 1 month	6,000.00	<b>40,250.00</b>
		4250 X 7 months	29,750.00	
		4500 X 1 month	4,500.00	
<b>TOTAL BBA FEES FOR 4 YEARS</b>				<b>156,000.00</b>

**FEE PAYMENT TERMS**

**B. Admission Fees**

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

<b>3. Application &amp; Registration Fee (Non-refundable)</b>	<b>AED 1,000/-</b>
<b>4. First Installment Fee (Non-refundable after commencement of classes, even if the student did not attend any class or Placement test result is awaited)</b>	<b>AED 5,000/-</b>
<b>TOTAL FIRST PAYMENT</b>	<b>AED 6,000/-</b>

**NOTE:** *Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published*

**FEE STRUCTURE FOR VISA APPLICANT/VISA-EMBASSY LETTER CASE FROM SUC  
(IN AED) - 2016-17 (MAY/SEPTEMBER 2016 & JANUARY 2017 INTAKE)**

**B.B.A. in: International Business (BIB) Marketing & Retail Management (BMR) Travel & Tourism Management (BBT) Information Systems (BBI) Finance (BBF)  
 Public Administration (BBP)**

YEAR LEVEL	PAYMENT	AMOUNT	TOTAL (IN AED)
<b>FIRST</b>	Application & Registration Fee	1,000.00	<b>43,500.00</b>
	First Installment Fee	5,000.00	
	1st cheques-upon enrollment	12,500.00	
	2 <sup>nd</sup> cheque - 3 months from date of 1st cheque	12,500.00	
	3 <sup>rd</sup> cheque - 3 months from date of 2nd cheque	12,500.00	
<b>SECOND</b>	1 <sup>st</sup> cheque – September 2016	12,500.00	<b>37,500.00</b>
	2 <sup>nd</sup> cheque – December 2016	12,500.00	
	3 <sup>rd</sup> cheque – March 2017	12,500.00	
<b>THIRD</b>	1 <sup>st</sup> cheque – September 2017	12,500.00	<b>37,500.00</b>
	2 <sup>nd</sup> cheque – December 2017	12,500.00	
	3 <sup>rd</sup> cheque – March 2018	12,500.00	
<b>FOURTH</b>	1 <sup>st</sup> cheque – September 2018	12,500.00	<b>37,500.00</b>
	2 <sup>nd</sup> cheque – December 2018	12,500.00	
	3 <sup>rd</sup> cheque – March 2019	12,500.00	
<b>TOTAL BBA FEES FOR 4 YEARS</b>			<b>156,000.00</b>

***NOTE:** Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published*

## FEE PAYMENT TERMS

### Admission Fees

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

VISA APPLICANT/VISA LETTER/ EMBASSY LETTER	AMOUNT
a. Application & Registration fee (Non-refundable)	AED 1,000/-
b. First Installment Fee ( <b>Non-refundable after</b>	AED 5,000/-
d. Visa Fee (Applicable for a 3 year visa) – Fully Non-	AED 6,000/-
e. Passport Guarantee (Refundable at the time of visa)	AED 2,500/-
f. UAE National ID	AED 500/-
g. 1 <sup>st</sup> Cheque Payment (Non-refundable)	AED 12,500/-
h. IESOL Exam Fee	AED 800/-
i. IESOL Book	AED 400/-
j. Hostel Fees First Installment	AED 10,500/-
k. Hostel Deposit (Refundable)	AED 1000/-
<b>TOTAL FIRST PAYMENT</b>	<b>AED 40,200/-</b>

- ii. IELTS-CES exam fees of AED 950/- (subject to change) or IESOL exam fees of AED 800/- is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2016-2017) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.
- iii. AED 800 is the charge for the purchase of IELTS book and AED 400 is the charge for the purchase of IESOL book.
- iv. It is the student's responsibility to take the books & materials from the library at the beginning of the semester / quarter.

### GENERAL TERMS

1. Prospective student joining the SUC BBA Program is required to take anyone of the English Placement Test approved by MOHESR & SUC Mathematics Placement Test.
2. Student who successfully clears both the exams as per the admission embarks in BBA Main Program.
3. Student who does not clear the English Placement Test must undergo the AIPC/ PET as per the admission criteria and additional fees will be payable as per the published fees structure.
4. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria and additional fees will be payable as per the published fees structure.

5. All Undertakings and documents mentioned in the checklist must be completed
6. The student is required to submit postdated cheques, credit card or bank transfer 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.
7. Students cannot shift between weekday and weekend batches.
8. Student is eligible only for one type of fee waiver / scholarship throughout the study period. Student applying for TOC will be eligible for maximum of 15% scholarship.
9. 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 cheques as per the revised fee structure.
10. 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..
11. In the event that students 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.
12. Medical Insurance is mandatory for international students seeking SUC visa.
13. Student availing hostel facilities will have to stay for a minimum period of one academic year.
14. 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.
15. If a student postpones his admission, postponement fees as per the miscellaneous fee structure will be applicable.
16. Graduation fee of AED 2,800/- will be additional and will be applicable in the final year.
17. 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.
18. Tuition Fee charged per credit remains the same for the students once they register with the university however, the students should continue and complete the program without any postponement or break in between. If student postpones officially for one semester only, then the tuition fee remains the same. Not attending classes beyond one semester will be considered as new admission and published Tuition Fee for the new admissions will be applicable. Tuition Fee is subject to change annually and will be applicable for new admissions only.

19. Miscellaneous Fees 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 Miscellaneous Fee will be communicated to students through either SMS or emails and will be published on the website, catalog, notice board and student handbook at the beginning of the academic year. Students are required to take note of such changes and clarify with appropriate officials if needed.
20. Students are required to pay a predefined Deposit as per the published fee structure at the time of admission. These deposits are refundable at the time of exiting the institution after any deductions which may be applicable due to dues arising out of damages or pending fees payable during the duration of the students stay in the university.

**FEE STRUCTURE FOR VISA APPLICANT (IN USD)**  
**AY 2016 - 2017 (MAY/SEPTEMBER 2016 & JANUARY 2017 INTAKE)**

B.B.A. in: International Business (BIB) Marketing (BBM)  
Travel & Tourism Management (BBT) Information Systems (BBI) Finance (BBF)  
Public Administration (BBP)

YEAR LEVEL	PAYMENT	AMOUNT	TOTAL (IN USD)
FIRST	First Installment Fee (Non-refundable)	3,561	10,683.00
	2nd installment - 3 months after commencement of the course	3,561	
	3rd installment - 6 months after commencement of the course	3,561	
SECOND	1st installment - September	5,343	10,686.00
	2nd installment - February	5,343	
THIRD	1st installment - September	5,343	10,686.00
	2nd installment - February	5,343	
FOURTH	1st installment - September	5,343	10,686.00
	2nd installment - February	5,343	
TOTAL BBA FEES FOR 4 YEARS [Excluding Visa Fees]			42,741.00

***NOTE:** Tuition fees remain constant for the students as per fee structure issued at the time of admission. However, miscellaneous & additional fees are subject to change annually which will be published*

**FEE PAYMENT TERMS**

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

1. First Installment Fee (Non-refundable)	USD 3,561/-
2. Visa Fee (Applicable for 3 year visa) - Fully Non-refundable once visa is filed	USD 1,645/-
3. Passport Guarantee (Refundable at the time of visa cancellation)	USD 685/-
4. UAE National ID	USD 135/-
5. IESOL Exam Fee	USD 220/-

6. IESOL Book	USD 110/-
7. Hostel Fees First Installment	USD 2,880/-
8. Hostel Deposit (Refundable)	USD 275/-
9. Medical Insurance (4 years)	USD 1,100/-
<b>TOTAL FIRST PAYMENT</b>	<b>USD 10,611/-</b>

- ii. IELTS-CES exam fees of USD 260/- (subject to change) or IESOL exam fees of USD 220/- is to be paid along with the application fees. Students holding required TOEFL (IBT) or IELTS (Academic) scores as per the admission criteria (mentioned in BBA Catalog 2016-2017) are exempted from the English Placement Test. Student appearing for TOEFL (Institutional) at SUC can repeat the exam maximum 2 times by paying the required fees.
- iii. USD 220 is the charge for the purchase of IELTS book and USD 110 is the charge for the purchase of IESOL book.
- iv. It is the student's responsibility to take the books & materials from the library at the beginning of the semester / quarter.

#### **GENERAL TERMS**

1. Prospective student joining the SUC BBA Program is required to take anyone of the English Placement Test approved by MOHESR & SUC Mathematics Placement Test.
2. Student who successfully clears both the exams as per the admission embarks in BBA Main Program.
3. Student who does not clear the English Placement Test must undergo the AIPC/ PET as per the admission criteria and additional fees will be payable as per the published fees structure.
4. Student who does not clear the Mathematics Placement Test undergo the Mathematics Crash Course as per the admission criteria and additional fees will be payable as per the published fees structure.
5. All Undertakings and documents mentioned in the checklist must be completed
6. The student is required to submit postdated cheques, credit card or bank transfer 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.
7. Students cannot shift between weekday and weekend batches.
8. Student is eligible only for one type of fee waiver / scholarship throughout the study period. Student applying for TOC will be eligible for maximum of 15% scholarship.
9. 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 cheques as per the revised fee structure.

10. 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..
11. In the event that students 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.
12. Medical Insurance is mandatory for international students seeking SUC visa.
13. Student availing hostel facilities will have to stay for a minimum period of one academic year.
14. 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.
15. If a student postpones his admission, postponement fees as per the miscellaneous fee structure will be applicable.
16. Graduation fee of USD 767/- will be additional and will be applicable in the final year.
17. Student invoices will be issued with the admission kit and it is the students' responsibility to go through the same and pay the fees as per the invoices issued and as per the University policy.
18. Tuition Fee charged per credit remains the same for the students once they register with the university however, the students should continue and complete the program without any postponement or break in between. If student postpones officially for one semester only, then the tuition fee remains the same. Not attending classes beyond one semester will be considered as new admission and published Tuition Fee for the new admissions will be applicable. Tuition Fee is subject to change annually and will be applicable for new admissions only.
19. Miscellaneous Fees 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 Miscellaneous Fee will be communicated to students through either SMS or emails and will be published on the website, catalog, notice board and student handbook at the beginning of the academic year. Students are required to take note of such changes and clarify with appropriate officials if needed.
20. Students are required to pay a predefined Deposit as per the published fee structure at the time of admission. These deposits are refundable at the time of exiting the institution after any deductions which may be applicable due to dues arising out of damages or pending fees payable during the duration of the students stay in the university.

## VI. REFUND POLICY

### A. NON-VISA STUDENTS

#### i. BBA/FOUNDATION PROGRAMS

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

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

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

c. **Tuition Fee**

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

d. **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.

e. **Hostel**

Once hostel is booked and the student wishes to cancel, the student is liable to pay for the complete one year.

f. **Transportation**

Transportation fee 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. FOUNDATION PROGRAM - ACADEMIC IELTS PREPARATORY COURSE**

**a. Application Fee - AED 1,000/ - (Nonrefundable / Nontransferable)**

**b. First Installment Fee - AED 5,000/- [Applicable towards the Degree Program]**

1. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.
2. **PASS:** If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of AED 5,000/- will not be refunded
  - 2.1. If the student wishes to postpone to the next intake, the first installment fee can be transferred to the subsequent intake by filling the postponement form without any additional fee. However, if he wishes to postpone for the second time, he has to pay AED 1,000/- as postponement fee and new fee structure will apply.
  - 2.2. If the student transfers his registration to the next intake and decides to cancel his registration thereafter, in such cases no refund will be applicable on the First Installment fees.
3. **FAIL:** If a student fails the IELTS exam and wishes to repeat the course, the first installment fee of AED 5,000/- will be transferred to the degree program. However, new fee structure will apply for the main program.
4. **FAIL:** If a student fails the TOEFL/IELTS exam and wishes to discontinue before the commencement of the class, the First Installment fee of AED 5,000/- can be refunded. Once the class has started no refund applicable.

**c. Tuition Fee**

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

## B. VISA STUDENTS - LOCAL / VISA-EMBASSY LETTER CASE FROM SUC

### i. BBA/FOUNDATION PROGRAMS

#### a. Local Visa Case

1. Application Fee – AED 1,000/- Nonrefundable / Non transferable
2. First Installment Fee – AED 5,000/- Non-refundable / Non-transferable
3. Visa Fee – AED 6000/- Non-refundable / Non-transferable
4. If a visa is rejected by the Immigration and Naturalization authorities, the University will retain the application fee (AED 1,000/-) + AED 500/- as service charges and refund the remaining fees.
5. If a student is rejected on health grounds by the Immigration and Naturalization Authorities; in such cases, the application fee, first installment fee & visa fee will be non-refundable. The hostel fees will be calculated until the last day of his/her stay. Rest of the fees (Passport Guarantee & 1<sup>st</sup> Cheque Payment) will be refunded
6. 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.
7. 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.
8. If a registered student wants to postpone to next succeeding intake his arrival in UAE, visa postponement charge of AED 2000/- and new fee structure will apply. In case student fails to arrive in the country within stipulated validity of the visa, then the postponement charge along with visa re-application fee of 500/- and new fee structure will apply.
9. 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
10. 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.
11. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.

**b. Visa-Embassy Letter Case**

1. Application Fee – AED 1,000/ - Nonrefundable / Non transferable
2. First Installment Fee – AED 5,000/- Nonrefundable / Non transferable
3. If the student is granted a visa based on the letter issued by SUC, no refund of fees paid till First Semester is applicable.
4. In case, when letter is issued to the student based on which the student got the visa under their sponsorship, in such cases, the SUC will inform the concerned Immigration Authorities for the cancellation of students admission in order to get the visa cancelled and no refund of first semester fees
5. If the visa is rejected and student wishes to discontinue and returns the original visa/embassy letter issued by SUC, the fees paid excluding the First Installment Fee will be refunded.
6. If the student wishes to cancel the program in between, fees accrued till the date of cancellation excluding scholarship/fee waiver/recommendation granted must be paid before release of any academic & non-academic documents
7. If a student cancels before the commencement of the degree program the fee paid towards tuition (installments) will be refunded. However no refund is applicable for the First Installment fee.
  - 7.1. Once visa letter issued by SUC has been used, postponement to the next intake will not be allowed.
  - 7.2. If the student does not attend any class for 3 consecutive weeks from the commencement of the class, SUC has the right to cancel/revoke the letter issued with the concerned authority.
8. If a student cancels AFTER the commencement of the degree program, any advanced installment paid will be non-refundable.

**c. Scholarship/Fee Waiver**

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

**d. Hostel**

Once hostel is booked and the student wishes to cancel, the student is liable to pay for the complete one academic year.

**e. Transportation**

Transportation fee 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. **FOUNDATION PROGRAM - ACADEMIC IELTS PREPARATORY COURSE**

**a. Application Fee - AED 1,000/ - (Nonrefundable / Nontransferable)**

**b. First Installment Fee - AED 5,000/- [applicable towards the Degree Program]**

1. **PASS:** If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.

2. **PASS:** If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of AED 5,000/- will not be refunded

1. 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.

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

3. **FAIL:** If a student fails the IELTS exam and wishes to repeat the course, the first installment fee of AED 5,000/- will be transferred to the degree program. New fee structure will apply.

4. **FAIL:** If a student fails the IELTS exam and wishes to discontinue, no refund applicable.

**c. First Cheque Payment: AIPC Program + Maths Crash Course -** In case, the student fails any of the placement tests, first cheque payment will be adjusted towards the fee for the Foundation program. It could be Foundation for English proficiency (AIPC) or Maths or both. The student will have to pay the First installment fee of the Main Program.

## C. VISA STUDENTS – INTERNATIONAL

### i. BBA/FOUNDATION PROGRAMS

a. **First Installment Fee – USD 3,448/-** Non-refundable / Non-transferable

b. **Visa Fee – USD 1,645/-** Non-refundable / Non-transferable

1. If a visa is rejected by the Immigration and Naturalization authorities, the University will retain the first installment fee and refund the remaining fees.
2. If a student is rejected on health grounds by the Immigration and Naturalization Authorities; in such cases, the first installment fee & visa fee will be non-refundable. The hostel fees will be calculated until the last day of his/her stay. Rest of the fees (Passport Guarantee & 1<sup>st</sup> Cheque Payment) will be refunded
3. If the student cancels the degree program after the visa is applied there will be no refund of visa fee as well as the First Installment fees.
4. Visa charges are non-refundable once visa is filed to Immigration Authorities. Subject to change as per Government rules and regulations. If a registered student wants to postpone to next succeeding intake before his arrival to the country, visa postponement charge of **USD 685/-** . In case the student fails to arrive in the country within the stipulated period of the visa, then the postponement charges along with the visa re-application fee of **USD 140/-** will apply.

### f. Tuition Fee

1. If a student cancels before the commencement of the degree program the fee paid towards tuition (installments) will not be refunded. If a student cancels after the commencement of the degree program, any advanced installment paid will be non-refundable.
2. The first installment fee can be transferred to one subsequent intake only before the arrival of the student in the country, if student officially fills-up postponement form with applicable fee. However, new fee structure will apply.
3. Once the student has come & attended the class, no postponement will be allowed.
4. If the student fails the TOEFL exam and wishes to discontinue, the University will retain the first installment fee along with visa and TOEFL exam fee and refund the remaining amount (passport guarantee & hostel deposit).

**g. Scholarship/Fee Waiver**

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.

**h. Hostel**

Once hostel is booked and the student wishes to cancel, student is liable to pay for the complete academic year.

**i. Transportation**

Transportation fee 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. FOUNDATION PROGRAM - ACADEMIC IELTS PREPARATORY COURSE**

a. PASS: If a student successfully passes the AIPC Program and wishes to join the degree program the first installment fee will be transferred.

b. PASS: If a student successfully passes the AIPC Program and does not wish to continue with the degree program, the first installment fee of USD 3,360/- will not be refunded.

1. 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.

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

c. FAIL: If a student fails the IELTS/TOEFL exam and wishes to discontinue, no refund applicable.

d. AIPC Program + Maths Crash Course - In case, the student fails any of the placement tests, first installment payment will be adjusted towards the fee for the Foundation program. It could be Foundation for English proficiency (AIPC) or Maths or both. The student will have to pay the First installment fee of the Main Program on completion of the Foundation Program.

## VII. 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 Dean 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.

## VIII. SCHOLARSHIPS & FEE WAIVER

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

- i. Dean
- ii. HOD – Finance Department
- iii. Registrar
- iv. Head of Administration and Examination Department
- v. Head of Marketing Department

### A. SCHOLARSHIP FOR CURRENT STUDENTS

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

#### i. NEED BASED SCHOLARSHIP

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

#### ii. TOPPERS AWARD

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

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.

### iii. **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 BBA and MBA 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, Dean

- iv. 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

## **B. PROCEDURE FOR AWARDING SCHOLARSHIPS**

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

## **C. SCHOLARSHIP / FEE WAIVER FOR PROSPECTIVE STUDENTS:**

Students who intend to join SUC for a full time BBA Program are termed as prospective students, a prospective student becomes eligible for the above scholarships only once the First Installment fee is cleared and students joins the program. Prospective students can avail scholarships in the under mentioned categories:

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

<b>SCHOLARSHIP / FEE WAIVER - BBA - 2016-2017</b>				
<b>LOCAL</b>				
<b>1. MERIT BASED</b>				
<b>QUALIFICATION</b>	<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
<b>UAE / ARAB BOARD</b>				
90% and above	50%	156,000	<b>60,000</b>	96,000
80% - 89%	25%	156,000	<b>30,000</b>	126,000
70% - 79%	15%	156,000	<b>18,000</b>	138,000
<b>INDIAN BOARD</b>				
90% and above	50%	156,000	<b>60,000</b>	96,000
80% - 89%	25%	156,000	<b>30,000</b>	126,000
70% - 79%	15%	156,000	<b>18,000</b>	138,000
<b>PAKISTAN BOARD</b>				
90% and above	50%	156,000	<b>60,000</b>	96,000
80% - 89%	25%	156,000	<b>30,000</b>	126,000
70% - 79%	15%	156,000	<b>18,000</b>	138,000
<b>IGCSE CURRICULUM</b>				
90% and above	50%	156,000	<b>60,000</b>	96,000
80% - 89%	25%	156,000	<b>30,000</b>	126,000
70% - 79%	15%	156,000	<b>18,000</b>	138,000
<b>AMERICAN CURRICULUM</b>				
A++	50%	156,000	<b>60,000</b>	96,000
Grade A	25%	156,000	<b>30,000</b>	126,000
Grade B	15%	156,000	<b>18,000</b>	138,000
<b>REQUIREMENTS</b>		1. High School Marks Sheet		
		2. Recommendation letter from the school		

<b>2. OUTSTANDING EFFORTS IN EXTRA CURRICULAR ACTIVITIES</b>			
<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
8.33%	156,000	<b>10,000</b>	146,000
<b>REQUIREMENTS</b>	1. Original Certificate of Recognition for Exemplary Achievement		

<b>3. SIBLING</b>			
<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
<b>15.00%</b>	156,000	<b>18,000</b>	138,000
<b>REQUIREMENTS</b>	<b>1. Passport copies of the students proving the relationship (Only applicable to direct relations only)</b>		
	<b>2. Any other document to prove the relationship</b>		

<b>4. INDUSTRY</b>			
<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
<b>4.20%</b>	156,000	<b>5,000</b>	151,000
<b>REQUIREMENTS</b>	<b>1. Labor Card or Employment Card</b>		

<b>5. GOVERNMENT / BANK</b>			
<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
UAE LOCAL APPLICANT - 10%	156,000	<b>12,000</b>	144,000
EXPATRIATE APPLICANT - 8%	156,000	<b>9,600</b>	146,400
<b>REQUIREMENTS</b>	<b>1. Scholarship Sanction Form</b>		
	<b>2. Letter of Recommendation from the Government / Bank</b>		
	<b>3. Certificate of Employment</b>		
	<b>4. Copy of Transcript (High School)</b>		
	<b>5. Signed Undertaking (Form #: MKTG-029)</b>		
	<b>6. Proof of Identity (UAE ID, Passport Copy &amp; Valid Visa)</b>		

<b>7. MOU AGREEMENT - [CONSULATE / EMBASSY / CLUB / CHURCH / CORPORATE/ GOVT / BANK / ASSOCIATIONS/SCHOOLS]&amp; SPORTS</b>			
<b>PERCENTAGE</b>	<b>BBA FEES</b>	<b>FEE WAIVER</b>	<b>NET FEES</b>
15%	156,000	<b>18,000</b>	138,000
25%	156,000	<b>30,000</b>	126,000
50%	156,000	<b>60,000</b>	96,000

<b>REQUIREMENTS</b>	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)

<b>INTERNATIONAL</b>			
<b>1. MOU AGREEMENT [SCHOOLS / SCHOLARSHIP BOARDS / AGENTS ]</b>			
<b>PERCENTAGE</b>	<b>BBA FEES - USD</b>	<b>FEE WAIVER - USD</b>	<b>NET FEES - USD</b>
<b>15%</b>	42,740	<b>4,930</b>	37,810
<b>25%</b>	42,740	<b>8,220</b>	34,520
<b>REQUIREMENTS</b>	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 )		

*\*Subject to Approval*

*Note: Adjustment of the fee waiver amount will be during the last two semesters*

## IX. BBA PROGRAM DETAILS

### A. OVERVIEW

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

### B. PROGRAM RATIONALE

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

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. Develop skills in communication, mathematics and computers to meet business requirements.
- d. Develop capacity for critical enquiry, logical thinking, and analytical skills.
- 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. BBA CURRICULUM

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

The BBA program is carefully planned and directly related and appropriate to the mission and purposes of the institution as well as the goals and objectives of the degree program. As far as the BBA program instruction is concerned, SUC adequately supports and critically evaluates experimental and teaching methods to improve instruction, ensures that each student enrolled in the course receives a Course Delivery Package (CDP) on the first day of the class that includes the following:

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

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

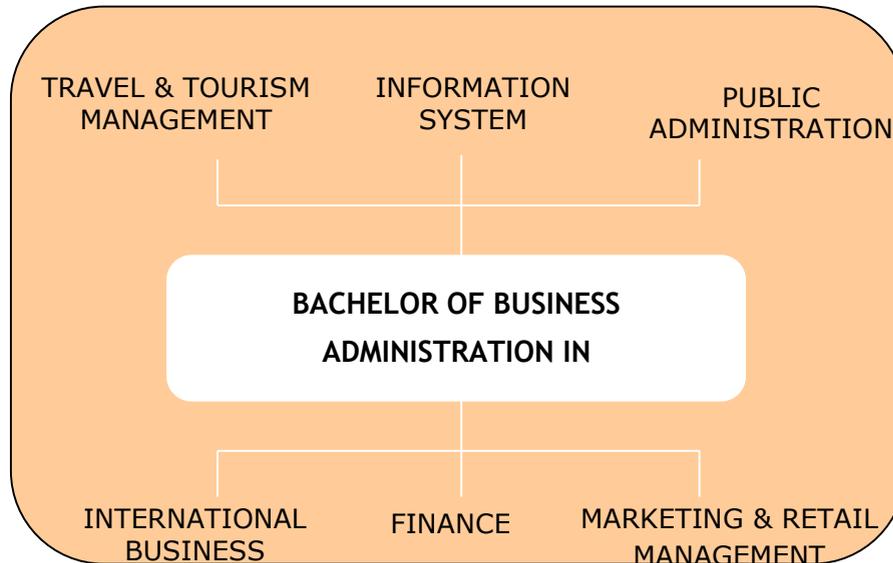
**i. BBA CURRICULUM REQUIREMENTS**

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

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

	<b>No. of Credits</b>	<b>No. of Courses</b>
General Education	36	13
Business Education	57	19
Dissertation	3	1
Internship	3	1
Major	21	7
<b>Total Requirements</b>	<b>120</b>	<b>41</b>

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



## GENERAL EDUCATION

### INTRODUCTION

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

### GOALS

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

### OBJECTIVES

Student will be able to:

- a. 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
CIS1001	COMPUTER SKILLS-I	3
CIS2102	COMPUTER SKILLS-II	3
ENG1001	ENGLISH COMPOSITION	3
ENG1102	BUSINESS COMMUNICATION	3
ENG2103	ADVANCED ENGLISH COMPOSITION	3
GEN1001	GENERAL STUDY SKILLS	2
GEN1002	COMMUNITY SERVICES & SPORTS	1
HUM1001	ISLAMIC CULTURE	3
HUM1002	CRITICAL THINKING & PROBLEM SOLVING	3
HUM2003	INTRODUCTION TO HUMANITIES	3
MAT1001	BUSINESS MATHEMATICS	3
MAT1102	BUSINESS STATISTICS	3
SCI2001	GENERAL SCIENCE	3
<b>Total credits required in General Education</b>		<b>36</b>

## BUSINESS EDUCATION

### INTRODUCTION

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

### GOALS

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

### OBJECTIVES

Student will be able to:

- a. Gain knowledge of economics, finance, management, marketing, business systems 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 for effective decision making and formulating business strategies
- e. Relate best practices in industry through professional interaction

## CORE COURSES

CODE	COURSE	CREDITS
ACC1001	PRINCIPLES OF ACCOUNTING-I	3
ACC2102	PRINCIPLES OF ACCOUNTING-II	3
BUS3101	QUANTITATIVE TECHNIQUES FOR	3
BUS3103	BUSINESS RESEARCH METHODS	3
BUS3104	ENTREPRENEURSHIP(P)	3
BUS4006	BUSINESS ETHICS	3
BUS4107	INTERNATIONAL BUSINESS	3
ECO2001	MICRO ECONOMICS	3
ECO2102	MACRO ECONOMICS	3
FIN2101	PRINCIPLES OF FINANCE	3
IND4101	DISSERTATION	3
LAW2001	BUSINESS LAW	3
MKT2201	PRINCIPLES OF MARKETING	3
MGM1001	PERSPECTIVES OF MANAGEMENT	3
MGM4105	OPERATIONS MANAGEMENT	3

## CAPSTONE COURSES

CODE	COURSE	CREDITS
MGM4106	STRATEGIC MANAGEMENT (C,S)	3
IND4102/ IND4203	INTERNSHIP (C,S) OR INTERNSHIP PROJECT	3

## ELECTIVES - CHOOSE ANY FOUR

CODE	COURSE	CREDITS
BUS3102	INNOVATION (E,P)	3
BUS3005	CROSS CULTURAL COMMUNICATION (E)	3
MGM3102	ORGANIZATIONAL BEHAVIOR(E)	3
MGM3103	MANAGEMENT OF HUMAN RESOURCES (E)	3
MGM3104	CUSTOMER RELATIONS MANAGEMENT (E)	3
MKT3202	E- MARKETING (E)	3
<b>Total credits required in Business Education</b>		<b>63</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

## TRAVEL AND TOURISM MANAGEMENT

### INTRODUCTION

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

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

BBA in Travel and Tourism management produces skilled manpower which meets the exponential growth in the air-transport, accommodation, tour operation, MICE and retail sectors in the region & world - wide.

### GOALS

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

### OBJECTIVES

Students will be able to:

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

## CORE COURSES

CODE	COURSE	CREDITS
TAT3010	FOUNDATIONS OF TOURISM	3
TAT3011	AIR TRAVEL OPERATIONS &	3
TAT3012	TRAVEL AGENCY OPERATIONS &	3
TAT4013	EVENT MANAGEMENT	3
TAT4114	IMPACTS OF TOURISM	3

## CAPSTONE COURSES

CODE	COURSE	CREDITS
TAT4116	TOURISM POLICY PLANNING & DEVELOPMENT (C,S)	3

## ELECTIVES - CHOOSE ANY ONE

CODE	COURSE	CREDITS
TAT4215	E - TOURISM (E)	3
TAT4117	MANAGEMENT OF HOSPITALITY	3
TAT4118	MANAGEMENT OF TOURISM ENTERPRISES(E)	3
<b>Total credits required in Travel and Tourism Management</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

# INFORMATION SYSTEMS

## 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 fuelled the information revolution, providing access anytime, anywhere to corporate information, thus enabling rational decision making.

Information Systems degree 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.

## GOALS

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

## OBJECTIVES

Students will be able to:

- a. 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

CODE	COURSE	CREDITS
CIS3110	DATABASE MANAGEMENT SYSTEMS	3
CIS3111	INFORMATION SYSTEM SECURITY	3
CIS3112	E-COMMERCE	3
CIS4013	INFORMATION SYSTEMS PROJECT MANAGEMENT	3
CIS4114	CLOUD ENTERPRISE SYSTEMS	3

### CAPSTONE COURSES

CODE	COURSE	CREDITS
CIS4216	BUSINESS PROCESS MODELING(C,S)	3

### ELECTIVES - CHOOSE ANY ONE

CODE	COURSE	CREDITS
CIS4115	INFORMATION SYSTEM AUDIT & CONTROL (E)	3
CIS4017	KNOWLEDGE MANAGEMENT TECHNOLOGY (E)	3
CIS4118	BUSINESS INTELLIGENCE (E,P)	3
<b>Total credits required in Information Systems</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

## INTERNATIONAL BUSINESS

### INTRODUCTION

The UAE by virtue of its location between Asia major and African continents provide crucial advantage for exports and re-exports from this region. In addition to the location advantage the economic policies on imports and exports and free zone facilities extended to manufacturing, trading and logistics for products and service sector has led to an exponential growth in foreign direct investments and foreign trading activities. To understand and operate international business transactions and to participate in strategic management decision process, qualified manpower in this field is required. . 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.

### GOALS

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

### OBJECTIVES

Students will be able to:

- a. 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

CODE	COURSE	CREDITS
IBS3110	ECONOMICS OF INTERNATIONAL BUSINESS	3
IBS3011	EXPORT & IMPORT MANAGEMENT	3
IBS3112	COMPARATIVE GLOBAL MANAGEMENT	3
IBS4113	INTERNATIONAL FINANCE	3
MKT4013	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3

## CAPSTONE COURSES

CODE	COURSE	CREDITS
MKT4119	INTERNATIONAL MARKETING (C,S)	3

## ELECTIVES - CHOOSE ANY ONE

CODE	COURSE	CREDITS
IBS4114	BUSINESS PROJECT MANAGEMENT (E)	3
IBS4015	INTERNATIONAL BANKING (E)	3
MKT4120	SERVICES MARKETING (E,P)	3
<b>Total credits required in International Business</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

## MARKETING AND RETAIL MANAGEMENT

### 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. This program 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.

### 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.

### OBJECTIVES

Students 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

CODE	COURSE	CREDITS
MKT3110	CONSUMER BEHAVIOR	3
MKT3111	MARKETING COMMUNICATION	3
MKT3112	RETAIL MANAGEMENT	3
MKT4013	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3
MKT4114	STORE OPERATIONS	3

### CAPSTONE COURSES

CODE	COURSE	CREDITS
MKT4116	RETAIL MERCHANDIZING AND PRICING	3

### ELECTIVES - CHOOSE ANY ONE

CODE	COURSE	CREDITS
MKT4115	MALL MANAGEMENT (E,P)	3
MKT4117	VISUAL MERCHANDIZING AND STORE DESIGN (E)	3
MKT4118	SALES MANAGEMENT (E)	3
<b>Total credits required in Marketing &amp; Retail Management</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

## FINANCE

### INTRODUCTION

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

### GOALS

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

### OBJECTIVES

Students will be able to:

- a. 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
- d. Demonstrate the use of technology in the areas of accounting
- e. Analyze financial management issues with respect to the organizational perspective.
- f. Evaluate investment decisions, capital structure and working capital management

## CORE COURSES

CODE	COURSE	CREDITS
FIN3110	FINANCIAL MARKETS & INSTITUTIONS	3
FIN3111	FINANCIAL STATEMENT ANALYSIS	3
FIN3112	CORPORATE FINANCE	3
FIN4113	RISK MANAGEMENT	3
FIN4114	FUNDAMENTALS OF INVESTMENTS	3

## CAPSTONE COURSES

CODE	COURSE	CREDITS
FIN4216	APPLIED PROJECTS IN FINANCE (C,S)	3

## ELECTIVE - CHOOSE ANY ONE

CODE	COURSE	CREDIT
FIN4115	ISLAMIC FINANCE (E)	3
FIN4117	ACCOUNTING INFORMATION SYSTEM (E,P)	3
FIN4118	DERIVATIVES (E)	3
<b>Total credits required in Finance</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*

## PUBLIC ADMINISTRATION

### 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. This program focuses on developing manpower for disaster management and E-Governance

### 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

## OBJECTIVES

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

CODE	COURSE	CRE
PAD3110	PRINCIPLES AND PRACTICES OF PUBLIC ADMINISTRATION	3
PAD3111	ECONOMICS OF SUSTAINABILITY	3
PAD3112	COMPARATIVE PUBLIC ADMINISTRATION	3
PAD4113	E- GOVERNANCE	3
PAD4114	INTERNATIONAL RELATIONS AND FOREIGN POLICY (P)	3

## CAPSTONE COURSES

CODE	COURSE	CREDIT
PAD4216	PUBLIC POLICY FORMATION(C,S)	3

## ELECTIVE - CHOOSE ANY ONE

CODE	COURSE	CREDIT
PAD4115	PUBLIC SECTOR MARKETING (E)	3
PAD4117	DISASTER MANAGEMENT (E)	3
PAD4118	ENVIRONMENT MANAGEMENT (E)	3
<b>Total credits required in Public Administration</b>		<b>21</b>

*P - Protected*

*S - Senior Level*

*C - Capstone*

*E - Elective*

*E, P - Elective & Protected*





**CIS2102****COMPUTER SKILLS - II****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: CIS1001*

**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*

**HUM2003****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*

**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*



**LAW2001****BUSINESS LAW****3 CREDITS**

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 with / without minimum legal glitches. This course will empower student to understand and utilize effectively the legal frameworks to safeguard business interests.

*Pre-requisite: None*

**MGM1001****PERSPECTIVES OF MANAGEMENT****3 CREDITS**

This course helps students to understand the fundamental concepts and principles of management essential for comprehending the higher order business and management courses. The course covers theoretical frameworks of principles of management and its applications in organizations. It also encourages students to unravel the emerging complexities in managing organization in a global context.

*Pre-requisite: None*

**MKT2201****PRINCIPLES OF MARKETING****3 CREDITS**

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 teaching students to prepare market plans using marketing mix elements. The course also teaches students to learn and apply the tools of marketing in analyzing, segmenting, targeting markets and positioning products.

*Pre-requisites: ECO2001 & ACC1001*

**MGM3102****ORGANIZATIONAL BEHAVIOUR****3 CREDITS**

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*

**MGM4105****OPERATIONS MANAGEMENT****3 CREDITS**

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 in improving productivity. The study of operations management emphasizes on capacity planning, MRP, MRP-II, JIT, TQM, managing competitive capabilities, process technology, scheduling, product design and quality planning and control etc.

*Pre-requisite: MGM1001*



**BUS4107****INTERNATIONAL BUSINESS****3 CREDITS**

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

*Pre-requisite: MGM1001*

**IND4101****DISSERTATION****3 CREDITS**

Dissertation is an integral part of the BBA program in the curriculum. The objective of dissertation is to enable the students undergo the process of business research by applying various stages of research methodology. This course also teaches the students to analyze the data and draw meaningful inferences in relation to the predetermined objectives or hypothesis. The course has a scope of facilitating the students to conduct independent research work on the respective field of business majors which may be qualitative or quantitative research in nature. The course also prepares the students to defend the research work through a viva-voce.

*Pre-requisite: BUS3103*

**MGM4106****STRATEGIC MANAGEMENT****3 CREDITS**

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

*Pre-requisite: Senior Status*

**IND4102****INTERNSHIP****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. 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*

**IND4203****INTERNSHIP PROJECT****3 CREDITS**

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 & BUS3103*

**BUS3005****CROSS CULTURAL COMMUNICATION****3 CREDITS**

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*

**MGM3103****MANAGEMENT OF HUMAN RESOURCES****3 CREDITS**

This course examines the structures and processes of human resource management from the point of view stakeholders. The course provides conceptual framework for understanding and evaluating HRM strategies in an organization. The course emphasizes on contemporary issues of HRM in a global context and its impacts in an organization.

*Pre-requisite: MGM1001*

**MGM3104****CUSTOMER RELATIONS MANAGEMENT****3 CREDITS**

Operations management course emphasizes on achieving a competitive advantage in production. Customer relationship management (CRM) is a model for managing a company's 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's 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*

**MKT3202****E-MARKETING****3 CREDITS**

E-marketing refers to advertising and marketing efforts that use the Web and e-mail to drive direct sales via e-commerce as well as sales leads from Web sites or emails. It's marketing with the extensive use of information technology. The course is designed to provide the students in-depth exposure in E-marketing. Students will be exposed to various means of online marketing issues and challenges related to it and should be able to design E-marketing plans and anticipate the issues involved in implementation. This course should also enable students to learn online consumer behavior and ways of carrying out research for online marketing.

*Pre-requisite: CIS1001 & MKT2201*

**CIS3110****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 diagram that reflects the data in an organization and to convert the ER-model to a relational database. Complete database creation and querying skills are given to the student through SQL. Finally the student is also exposed to the file organization strategies of a Database Management System. Hands on lab exercises are included in SQL to practice creation and querying of database.

*Pre-requisite: CIS2102*

**CIS3111****INFORMATION SYSTEM SECURITY****3 CREDITS**

This course provides an overview of security challenges and strategies of countermeasure in the information systems environment. The Course enables students to understand the concepts, elements, and goals of information security. The course will focus on availability, vulnerability, integrity and confidentiality aspects of information systems. The course content helps students to prepare for various industry recognized professional certifications

*Pre-requisite: CIS2102*

**CIS3112****E-COMMERCE****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: CIS2102*

**CIS4013                      INFORMATION SYSTEMS PROJECT MANAGEMENT                      3 CREDITS**

This course emphasizes managing projects within the specific scope, time, cost and quality. The different phases of the project are to be taught to the students in this course. These include identification of the need or problem, development of the proposed solution, and implementation of the solution. Students will be taught to use software for managing projects. Hence, students will learn to develop work break down structures, network diagram, and to identify critical path. Hands on experience will be given with live project modeled based on the learning during the Course using MS-Project and Visio.

*Pre-requisite: None*

**CIS4114                      CLOUD ENTERPRISE SYSTEMS                      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: CIS2102*

**CIS4115                      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: CIS2102*

**CIS4216                      BUSINESS PROCESS MODELING                      3 CREDITS**

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: Senior Status & CIS3110*

**CIS4017**                      **KNOWLEDGE MANAGEMENT TECHNOLOGY**                      **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*

**CIS4118**                      **BUSINESS INTELLIGENCE**                      **3 CREDITS**

This course covers the fundamentals of data warehousing architecture and the issues involved in planning, designing, building, populating and maintaining a successful data warehouse. The course introduces students to data mining and how it relates to data warehousing. Specific topics covered include the logical design of a data warehouse, the data staging area and extract-transform-load processing, the use of multi-dimensional analysis using OLAP techniques, and coverage of the knowledge discovery process including common data mining modeling techniques.

*Pre-requisite: CIS2102*

**IBS3110**                      **ECONOMICS OF INTERNATIONAL BUSINESS**                      **3 CREDITS**

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*

**IBS3011**                      **EXPORT AND IMPORT MANAGEMENT**                      **3 CREDITS**

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*

**IBS3112****COMPARATIVE GLOBAL MANAGEMENT****3 CREDITS**

This course focuses on global perspectives on management and its various functions which help the student to understand the differences in functional approaches practiced in different countries. This course develops ability of a student to identify and evaluate the management approaches practiced in contemporary scenarios. It will also help students to perceive the trends in the eastern and western countries and also be able to assess the impacts on management of the global organizations.

*Pre-requisite: MGM1001*

**IBS4113****INTERNATIONAL FINANCE****3 CREDITS**

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

*Pre-requisite: FIN2101*

**MKT4013****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****3 CREDITS**

Logistics and Supply Chain Management is an emerging discipline in the competitive world of distribution. It ensures timely availability of raw materials and finished products to the business and consumer markets. This course enables the students to understand the concepts and applied decisions used in organization to maintain uninterrupted supplies at low cost. The course focuses on optimizing transportation cost and selecting modes of transport to attain efficiency in supply chain processes.

*Pre-requisite: None*

**IBS4114****BUSINESS PROJECT MANAGEMENT****3 CREDITS**

The course will introduce students to the principles and techniques as well as the special problems of the project manager. The focus will be on the entire project life cycle of an organization inclusive of project scheduling, network planning, and resource allocation and performance evaluation of projects. Students will be exposed to use of Project Management Information System software.

*Pre-requisite: MGM1001*

**MKT4119****INTERNATIONAL MARKETING****3 CREDITS**

This course dwells on the applications of marketing theory in the field of international market. The emergence of Global markets requires students to understand factors influencing marketing strategies in global markets. This course helps students to understand, analyze and evaluate international marketing contexts in a rational manner and help them take decisions to tap international market opportunities. It also focuses on teaching students on tools and techniques necessary for evaluating international market environments, market entry strategies and evaluate marketing strategies.

*Pre-requisite: Senior Status*

**IBS4015****INTERNATIONAL BANKING****3 CREDITS**

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*

**MKT4120****SERVICES MARKETING****3 CREDITS**

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 and the difference from marketing tangible products. It helps students to analyze how to do positioning, distribution, pricing and promoting different services using marketing mix in a growing competitive service industry. The course focuses on evaluating different strategies used by profit and non-profit organizations.

*Pre-requisite: MKT2201*

**MKT3110****CONSUMER BEHAVIOUR****3 CREDITS**

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****MARKETING COMMUNICATION****3 CREDITS**

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

*Pre-requisite: MKT2201*

**MKT3112****RETAIL MANAGEMENT****3 CREDITS**

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*

**MKT4013****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****3 CREDITS**

Logistics and Supply Chain Management is an emerging discipline in the competitive world of distribution. It ensures timely availability of raw materials and finished products to the business and consumer markets. This course enables the students to understand the concepts and applied decisions used in organization to maintain uninterrupted supplies at low cost. The course focuses on optimizing transportation cost and selecting modes of transport to attain efficiency in supply chain processes.

*Pre-requisite: None*

**MKT4114****STORE OPERATIONS****3 CREDITS**

This course is aimed at developing comprehensive understanding of store operations and equips the students with the skills related to manage stores in different product categories. The course enables students to understand managing retail stores such as distribution of merchandise, sales support activities, and customer services, managing stocks, managing people, maintenance activities while ensuring safety and security of all the assets and people.

*Pre-requisite: MKT2201*

**MKT4115****MALL MANAGEMENT****3 CREDITS**

This Course covers an overview of the fundamental aspects and practices in mall management. Students will be exposed the world of shopping malls. They will learn about mall positioning strategies, tenant management, leasing negotiations and mall marketing techniques. The course will also include learning about financing and revenue Model for Shopping Malls and managing facilities for malls. Emphasis will be placed on mall positioning, retail techniques to optimize tenant mix, mall resource allocations, mall management and the increasing influence of malls in the local retail scene.

*Pre-requisite: MKT2201*

**MKT4116****RETAIL MERCHANDIZING AND PRICING****3 CREDITS**

This course provides students with the knowledge and skills to assist in the buying process liaise with suppliers for prompt delivery and distribution of merchandise to retail outlets as well as manage the documentation process for the orders placed. Students apply these principles in a variety of formats including store, Internet, and catalog. The course also helps students to understand the Pricing mechanism while making merchandizing decisions. It also exposes students to understand the methods of managing stocks, distribution, logistics and supply chain network, business and management processes. The course also helps students learn merchandising principles that are applied across broad spectrum global retail businesses.

*Pre-requisite: Senior Status*

**MKT4117****VISUAL MERCHANDIZING AND STORE DESIGN****3 CREDITS**

Visual Merchandising is the art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into prospects and ultimately buyers of the product. A creative and talented retailer can use this upcoming art to breathe in new life into his store products. Passion for design and creativity are essential to be a good visual merchandiser. A perfect design process and the ability to create ideas that are different are required.

Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. In this course, the focus will be on principles and practices of visual merchandising with particular emphasis placed on design principles, visual display components, types of visual merchandising techniques and emerging trends in visual merchandising.

*Pre-requisite: MKT2201*

**MKT4118****SALES MANAGEMENT****3 CREDITS**

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

*Pre-requisite: MKT2201*

**FIN3110** **FINANCIAL MARKETS & INSTITUTIONS** **3 CREDITS**

This course explains the different types of financial markets in the financial intermediation process. The course focuses on using financial instruments in analyzing the money and capital markets. Furthermore, this course covers the role and functions of financial institutions and intermediaries such as commercial banks, savings and loan associations, and insurance and investment companies.

*Pre-requisite: FIN2101*

**FIN3111** **FINANCIAL STATEMENT ANALYSIS** **3 CREDITS**

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

*Pre-requisite: ACC2102*

**FIN3112** **CORPORATE FINANCE** **3 CREDITS**

This course gives an introduction to the basic principles of modern corporate finance. Topics covered include the time value of money 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's 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: FIN2101*

**FIN4113** **RISK MANAGEMENT** **3 CREDITS**

This course deals with the ways in which risks are quantified and managed by financial institutions and investors. The course will focus on the nature of financial institutions, their regulation, market risk, credit risk, off-balance sheet risk, liquidity risk, and the principles involved in their management. This course trains students in using futures, forwards, options and swaps to hedge risk. The course further introduces a framework for pricing derivatives and using securitization to manage risk.

*Pre-requisite: FIN2101*

**FIN4114** **FUNDAMENTALS OF INVESTMENTS** **3 CREDITS**

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

*Pre-requisite: FIN3112*

**FIN4115****ISLAMIC FINANCE****3 CREDITS**

This course deals with introduction to Islamic finance theory and practice, and it enables the students to understand the Islamic financial system, Islamic Financial Services Industry and Capital Markets. The course also enables students to differentiate between Islamic and non-Islamic financial system and identify suitable financial products for different situation.

*Pre-requisite: FIN3112*

**FIN4216****APPLIED PROJECTS IN FINANCE****3 CREDITS**

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

*Pre-requisite: Senior Status & FIN3112*

**FIN4117****ACCOUNTING INFORMATION SYSTEM****3 CREDITS**

This course is designed to familiarize the student with the basic knowledge of accounting information systems and develop skills required to provide input for developing accounting information systems. This course examines how information technology is used in accounting and dissemination of information to stakeholders.

*Pre-requisite: ACC2102*

**FIN4118****DERIVATIVES****3 CREDITS**

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

*Pre-requisite: FIN3112*

**TAT3010****FOUNDATIONS OF TOURISM****3 CREDITS**

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

*Pre-requisite: None*

**TAT3011**                      **AIR TRAVEL OPERATIONS AND MANAGEMENT**                      **3 CREDITS**

This course focuses upon a number of key issues related to the airline industry, which will be examined and developed in much greater depth throughout the degree program. Students are initially introduced to the concepts of airline history, aviation policy and planning, aviation economics, political regulation of air transportation, and world geography. Thereafter students will be taught the practicalities and international requirements of airline fare construction and issuance of tickets. The advent of the net has made a world just over the horizon thus the knowledge of how to compute time difference is another dimension that the student will familiarize him/her with.

*Pre-requisite: None*

**TAT3012**                      **TRAVEL AGENCY OPERATIONS & TOURS**                      **3 CREDITS**

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

*Pre-requisite: None*

**TAT4013**                      **EVENT MANAGMENT**                      **3 CREDITS**

This course is conceptualized in the backdrop of burgeoning tourism industry and aims at developing effective manpower to join the Event Management sector of the country. The course focuses on enhancing employability and updating knowledge regarding events and types of attractions. Emphasis is given on understanding the different dimensions of managing events, analytical and presentation skills and applying a systematic approach to problem solving. The salient features of the course include lectures from industry experts, practice and exercises, field visits and case discussions.

*Pre-requisite: None*

**TAT4114**                      **IMPACTS OF TOURISM**                      **3 CREDITS**

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: TAT3010*

**TAT4215****E-TOURISM****3 CREDITS**

This course deals with the latest breakthrough of the Internet and its critical role in our daily lives with respect to travel and tourism. E-tourism assures that there will be enormous opportunity for tourism professionals to capitalize on the available opportunities on the Web. 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: TAT3011 & CIS1001*

**TAT4116****TOURISM POLICY PLANNING & DEVELOPMENT****3 CREDITS**

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

*Pre-requisite: Senior Status*

**TAT4117****MANAGEMENT OF HOSPITALITY INDUSTRY****3 CREDITS**

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

*Pre-requisite: TAT3010*

**TAT4118****MANAGEMENT OF TOURISM ENTERPRISES****3 CREDITS**

This course is designed to develop an understanding of the various tourism-related products in specific sectors. Tourism is a multidimensional, multifaceted activity, which is a reflection of the complexity of tourism. Tourism enterprises have distinctive characteristics as compared to any other production and service industry firms. So the comprehensive understanding of sectors such as government, transportation, accommodation, attractions, non-governmental Organization &

destination marketing as well as enterprises is required for a student to understand the management of these enterprises.

*Pre-requisite: TAT3010*

**PAD3110**

**PRINCIPLES AND PRACTICES  
OF PUBLIC ADMINISTRATION**

**3 CREDITS**

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*

**PAD3111**

**ECONOMICS OF SUSTAINABILITY**

**3 CREDITS**

This course explores economic policy, management and sustainability of economic development. Economics offers students crucial knowledge and insight into decisions, impact and effects of economic policies in public and private sectors of the economy. At the market level Economics investigates how consumers decide on what to buy and how much to spend; and how these decisions determine market prices, structure, and performance of the organizations. On broader and aggregate levels, Economics investigates the determinants of economic growth, determinants of inflation and unemployment, monetary and fiscal policies, nature of trade policies, financial flows in and between nations.

*Pre-requisite: ECO2102*

**PAD3112**

**COMPARATIVE PUBLIC ADMINISTRATION**

**3 CREDITS**

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 CREDITS**

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: CIS2102

**PAD4114****INTERNATIONAL RELATIONS AND FOREIGN POLICY****3 CREDITS**

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

**PAD4115****PUBLIC SECTOR MARKETING****3 CREDITS**

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

**PAD4216**

**PUBLIC POLICY FORMATION**

**3 CREDITS**

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: PAD 3110 & SENIOR STATUS

## **xii. ACCELERATED BBA PROGRAM**

The accelerated program offered at Skyline University College provides student with the option to complete their four year BBA program in three years by taking maximum 12 credits hours during summer semester. The academic records of the student are reviewed and those students who maintain a CGPA of 2.5 or above without failing in any of the courses are allowed to opt for the accelerated program. Even transfer admission students need to maintain the above requirement in the courses undertaken during the first three semesters at SUC where TOC courses are not taken into account for calculation of CGPA.

## XII. SEMESTER WISE GRADUATION PLAN

### SEMESTER WISE GRADUATION PLAN – TRAVEL & TOURISM MANAGEMENT

FRESHMAN		SOPHOMORE	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
JUNIOR		SENIOR	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E- MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
TAT3010 - FOUNDATIONS OF TOURISM	BUS3104- BUSINESS RESEARCH METHODS	TAT4013- EVENT MANAGEMENT	TAT4116- TOURISM POLICY PLANNING & DEVELOPMENT (C,S)
<b>ELECTIVE - Choose Anyone</b>	TAT3011 - AIR TRAVEL OPERATIONS AND MANAGEMENT(P)	TAT4114- IMPACTS OF TOURISM	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	TAT3012 - TRAVEL AGENCY OPERATIONS & TOURS		TAT4215 - E - TOURISM (E)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			TAT 4117- MANAGEMENT OF HOSPITALITY INDUSTRY (E)
			TAT4118 - MANAGEMENT OF TOURISM ENTERPRISES (E)

**SEMESTER WISE GRADUATION PLAN - INFORMATION SYSTEM**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
<b>JUNIOR</b>		<b>SENIOR</b>	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E-MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
CIS3110 - DATABASE MANAGEMENT SYSTEMS	BUS3103- BUSINESS RESEARCH METHODS	CIS4013 - INFORMATION SYSTEMS PROJECT MANAGEMENT	CIS4216 - BUSINESS PROCESS MODELING(C,S)
<b>ELECTIVE - Choose Anyone</b>	CIS3111 - INFORMATION SYSTEM SECURITY	CIS4114 - CLOUD ENTERPRISE SYSTEMS	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	CIS3112 - E-COMMERCE		CIS4216 - BUSINESS PROCESS MODELING(C,S)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			CIS4216 - BUSINESS PROCESS MODELING(C,S)
			CIS4216 - BUSINESS PROCESS MODELING(C,S)

**SEMESTER WISE GRADUATION PLAN - MARKETING AND RETAIL MANAGEMENT**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
<b>JUNIOR</b>		<b>SENIOR</b>	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E-MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
MKT 3110 - CONSUMER BEHAVIOUR	BUS3103- BUSINESS RESEARCH METHODS	MKT4013 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT	MKT4116 - RETAIL MERCHANDIZING AND PRICING(C,S)
<b>ELECTIVE - Choose Anyone</b>	MKT 3111 - MARKETING COMMUNICATION	MKT 4114 - STORE OPERATIONS	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	MKT 3112 - RETAIL MANAGEMENT		MKT4115 - MALL MANAGEMENT(E,P)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			MKT4117 - VISUAL MERCHENDIZING AND STORE DESIGN(E)
			MKT4118 - SALES MANAGEMENT (E)

**SEMESTER WISE GRADUATION PLAN - INTERNATIONAL BUSINESS**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
<b>JUNIOR</b>		<b>SENIOR</b>	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E-MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
IBS3110 - ECONOMICS OF INTERNATIONAL BUSINESS	BUS3103- BUSINESS RESEARCH METHODS	MKT4013 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT	MKT4119 - INTERNATIONAL MARKETING (C,S)
<b>ELECTIVE - Choose Anyone</b>	IBS3011 - EXPORT AND IMPORT MANAGEMENT	IBS4113 - INTERNATIONAL FINANCE	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	IBS3112 - COMPARATIVE GLOBAL MANAGEMENT		IBS4114 - BUSINESS PROJECT MANAGEMENT (E)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			IBS4015 - INTERNATIONAL BANKING (E)
			MKT4120 - SERVICES MARKETING (E,P)

**SEMESTER WISE GRADUATION PLAN - FINANCE**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
<b>JUNIOR</b>		<b>SENIOR</b>	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E-MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
FIN 3110 - FINANCIAL MARKETS & INSTITUTIONS	BUS3103- BUSINESS RESEARCH METHODS	FIN 4113 - RISK MANAGEMENT	FIN 4216 - APPLIED PROJECTS IN FINANCE (C,S)
<b>ELECTIVE - Choose Anyone</b>	FIN 3111 - FINANCIAL STATEMENT ANALYSIS	FIN 4114 - FUNDAMENTALS OF INVESTMENTS	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	FIN 3112 - CORPORATE FINANCE		FIN 4115 - ISLAMIC FINANCE(E)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			FIN 4117 - ACCOUNTING INFORMATION SYSTEM(E,P)
			FIN 4118 - DERIVATIVES (E)

**SEMESTER WISE GRADUATION PLAN - PUBLIC ADMINISTRATION**

<b>FRESHMAN</b>		<b>SOPHOMORE</b>	
CIS1001 - COMPUTER SKILLS-I	ENG1102 - BUSINESS COMMUNICATION	HUM2003- INTRODUCTION TO HUMANITIES	CIS2102 - COMPUTER SKILLS-II
ENG1001 - ENGLISH COMPOSITION	HUM1001 - ISLAMIC CULTURE	SCI2001 - GENERAL SCIENCE	ENG2103 - ADVANCED ENGLISH COMPOSITION
GEN1001 - GENERAL STUDY SKILLS	HUM1002 - CRITICAL THINKING & PROBLEM SOLVING	ACC2102- PRINCIPLES OF ACCOUNTING-II	ECO2102 - MACRO ECONOMICS
GEN1002 - COMMUNITY SERVICES & SPORTS	MAT1102 - BUSINESS STATISTICS	ECO2001 - MICRO ECONOMICS	FIN2101 - PRINCIPLES OF FINANCE
MAT1001 - BUSINESS MATHEMATICS	ACC1001 - PRINCIPLES OF ACCOUNTING-I	LAW2001 - BUSINESS LAW	MKT2201 - PRINCIPLES OF MARKETING
MGM1001 - PERSPECTIVES OF MANAGEMENT			
<b>JUNIOR</b>		<b>SENIOR</b>	
BUS3101- QUANTITATIVE TECHNIQUES FOR BUSINESS	MGM3102 - ORGANIZATIONAL BEHAVIOUR (E)	BUS4006 - BUSINESS ETHICS	BUS4107- INTERNATIONAL BUSINESS
BUS3102 - INNOVATION(E,P)	BUS3104 - ENTREPRENEURSHIP(P)	IND4101 - DISSERTATION	IND4102 OR IND 4203- INTERNSHIP (C,S) OR INTERNSHIP PROJECT (C,S)
MKT3202 - E-MARKETING(E)	MGM3103- MANAGEMENT OF HUMAN RESOURCE(E)	MGM4105- OPERATIONS MANAGEMENT	MGM4106 - STRATEGIC MANAGEMENT (C,S)
PAD3110 - PRINCIPLES AND PRACTICES OF PUBLIC ADMINISTRATION	BUS3103- BUSINESS RESEARCH METHODS	PAD4113 - E- GOVERNANCE	PAD4216 - PUBLIC POLICY FORMATION (C,S)
<b>ELECTIVE - Choose Anyone</b>	PAD3111 - ECONOMICS OF SUSTAINABILITY	PAD4114- INTERNATIONAL RELATIONS AND FOREIGN POLICY (P)	<b>ELECTIVE - Choose Anyone</b>
MGM3104 - CUSTOMER RELATIONS MANAGEMENT(E)	PAD3112 - COMPARATIVE PUBLIC ADMINISTRATION		PAD4115 - PUBLIC SECTOR MARKETING (E)
BUS3005- CROSS CULTURAL COMMUNICATION(E)			PAD4117 - DISASTER MANAGEMENT (E)
			PAD4118- ENVIRONMENT MANAGEMENT (E)

### XIII. GRADUATION REQUIREMENTS

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

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

#### PROVISIONAL CERTIFICATE

Provisional certificate is the letter containing the successful completion of the graduation requirement by the student; it is issued to serve an interim purpose before the award of the degree on the graduation ceremony. The provisional certificate is valid for 1 year from the date of issue.

#### **Procedure for application of provisional certificate**

Step 1: Student to submit an Application along with the necessary fees

Step 2: Clearance form signed by all the departments to be submitted

Step 3: Registrar & HASS audits the graduation candidacy sheet

Step 4: Upon clearance and authentication the Registrar & HASS signs the letter

Step 5: Administration Informs the student the status of the letter within 48 hrs.

Step 6: Signed copy of the letter is filed in the student file.

#### GRADUATION BOARD

The Graduation Board consists of Dean, HQA, HOA, Registrar & HASS 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.

#### XIV. GRADUATION HONORS

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

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

## XV. ACADEMIC TERMS & POLICIES

### A. 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. Each lecture hour is supplemented by two hours of practical study per week [laboratories, training, workshop, etc.]. The lecture hour also includes all the assessment time in class activities and exercise. Each academic year consists of two semesters and each semester consists of 15 weeks.

*SUC may arrange for a summer semester, which is of 12 weeks. During the summer session, a student can earn a maximum of 12 credits.*

#### i. Full Time Student

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

#### ii. Accelerated Student

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

### B. PERIOD OF STUDY

Students enrolled for a BBA Program must complete their program within 180 credits. This means a student can attempt a maximum of 180 credits to earn 120 credits required for graduation within a maximum duration of 72 months.

### C. GRADE POINT AVERAGE

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

#### D. STUDENT EVALUATION & GRADING SYSTEM

Letter Grade	Grade Range	Grade Points	Defining Points
A	90-100	4	OUTSTANDING
B+	85-89	3.5	EXCELLENT
B	80-84	3	VERY GOOD
C+	75 -79	2.5	GOOD
C	70-74	2	VERY SATISFACTORY
D+	65-69	1.5	SATISFACTORY
D	60-64	1	PASS
F	Below 60	0	FAIL
W			Withdrawal
I			Incomplete

## GPA/SCGPA/CGPA Calculation

Grade Points		Credit Hours		Total
A - 4	x	3	=	12.0
B+ - 3.5	x	3	=	10.5
C+ - 2.5	x	3	=	07.5
<b>D - 1</b>	x	3	=	03.0
F - 0	x	3	=	00.0
				<b>15</b>
				<b>33.0</b>

$$\begin{aligned} \text{GPA/CGPA/SGPA} &= \text{Grade Points} \times \text{Credit Hours} / \text{Total Credit Hours} \\ &= 33 / 15 = 2.2 \\ \text{CGPA} &= \mathbf{2.2} \quad \mathbf{'C'} \end{aligned}$$

**GPA - Grade Point Average**

**CGPA - Cumulative Grade Point Average**

**SGPA - Semester Grade Point Average**

## E. ACADEMIC STANDING

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

### i. QUALITATIVE REQUIREMENTS (QUALITY OF ACADEMIC WORK COMPLETED)

**Table - 1**

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

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

**ii. QUANTITATIVE REQUIREMENTS (QUANTITY OF ACADEMIC WORK COMPLETED)**

Student must complete at least 67% of all credit hours attempted. An attempted credit hour is defined as, any course that the student has enrolled for, in the semester. Successfully completed credit hours refer to the hours in which the student has received a letter grade of A, B+, B, C+, C, D+ or D. For Capstone courses, a student needs to receive a minimum of 2 on a scale of 4.

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

**a. PROBATION / WARNING**

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

## b. SUSPENSION

In case the student is unable to improve the performance in spite of the final warning on probation, student will be placed on academic suspension [Suspension-1 & Suspension-2].

Suspension-1 means when student does not achieve the required CGPA during the suspension status will be automatically placed in suspension-1; even after being in suspension-1 if the student does not improve the CGPA then he will be placed in suspension-2 in the next semester.

Students on suspension status are required to file an appeal with the Administration, Registration & Examination Department for allowing them to continue their studies in the following semester. The Satisfactory Academic Progression (SAP) committee may allow the students to take the courses according to their academic profile with the following condition:

### **Suspension 1**

- i. Case 1**  
Student is allowed to take 1 to 3 courses [‘F’ grade or new course], if his/her CGPA greater than 1.5.
- ii. Case 2**  
Student is allowed to take 1 to 3 courses [‘F’ grade or ‘D’ Grade only], if his/her CGPA between 1 & 1.5.
- iii. Case 3**  
Student is allowed to take 1 to 2 courses [‘F’ grade or ‘D’ Grade only], if his/her CGPA less than 1.

### **Suspension 2**

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

### **Example**

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

#### **i. Case 1**

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

#### **ii. Case 2**

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

#### **c. DISMISSAL**

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

## **F. ACADEMIC INTEGRITY**

### **i. Procedures And Disciplinary Actions For Plagiarism And Other Academic Offences**

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

#### **a. Plagiarism**

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

**b. Presenting False Credentials**

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

**c. Cheating**

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

**d. Facilitating Academic Dishonesty**

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

**e. Collusion**

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

**f. Fabrication of Data**

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

**g. Deception**

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

**h. Sabotage**

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

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

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

- a. When a student is suspected of academic offenses, the Administration, Registration & Examination Department arranges an investigatory interview by an investigating team appointed by Dean. The minutes are recorded by a member of the investigating team.
- b. The allegation is fully explained and the student is allowed to have his/her say to defend himself / herself and explain the situation.
- c. The investigating team will submit its recommendation along with the minutes of investigation interview to the office of Dean and Registrar & HASS.
- d. The Dean in consultation with Registrar & HASS and Head of Administration & Exam will advise appropriate action, based on recommendation of the investigating team. The decision of the Dean cannot be challenged or reviewed
- e. Unfair means students will not be included in the toppers or Dean's list.
- f. Report will be placed in the student file and it will be communicated to faculty, advisor and Head of academics.

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

- a. In case of first offense, a strict warning is issued to the student against committing academic offense and zero marks are awarded for that particular component.
- b. In case of second offense in any component, all the assessments will be awarded zero and 'F' grade will be recorded in the transcript and student will have to repeat the course.
- c. In case of third offense, student will be awarded 'F' Grade in all the courses and the student will have to repeat the semester.

- d. In case of fourth offense, student will be dismissed from the University and Dismissal will be reflected in his transcript. In this case a tuition fee is not refunded.
- e. Student will not be re-admitted and no appeal will be accepted.
- f. Record is placed in the student file.

## G. REPEATING COURSES

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

## H. RE-SIT/MITIGATION FINAL EXAMINATIONS

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

## I. POSTPONEMENT

Student may postpone 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 accelerated Program, SUC Visa / Visa Letter / Embassy Letter.*

### **PROCEDURE:**

Step 1: Apply for postponement through the student portal within two weeks of commencement of semester

Step 2: Student will be called for a counseling meeting including the advisor, to assess the need for change and provide necessary guidance.

Step 3: The Application will be sent to Registrar for his approval

Step 4: Upon approval, applicable fees will be debited to the student account and deadline for payment is informed

Step 5: Student pays the amount debited to his account if applicable

Step 6: Approved application will be forwarded to registration officer for postponing the semester for which a student is enrolled

Step 7: The status of the application will be communicated to the student, faculty, advisor and Head of Academics

Step 8: A revised graduation plan and invoice are issued to the student who postpones

Step 9: Application copy with approval status will be placed in the student file

Step 10: the student's name will be forwarded to the re-activation status sheet for the forthcoming semester for the follow-up.

## J. CANCELLATION

Cancellation is a process where a student willingly discontinues the graduation Program by cancelling his enrollment from the Program.

### **General cancellation procedure for Non-Visa students**

Step 1: Apply for cancellation of registration through the student portal within two weeks of commencement of semester

Step 2: The student will be initially counseled to understand the student's need for cancelling the Program and extend appropriate guidance and assistance to help student continue the Program.

Step 3: If the counseling does not help the student, then he is sent for an exit interview with the Student Counselor and the report is sent to IR Office for further analysis

Step 4: Application will be sent to Registrar for approving the cancellation

Step 5: Upon approval, the form is sent to various departments as follows for getting no dues clearance

- i. Marketing & Registration Department for their comments.
- ii. Finance department for checking whether the student's account is cleared.
- iii. Library to check for any pending books to be returned.
- iv. Computing department will de-activate the portal and email address.
- v. Human Resource Department for the verification of the student visa status.
- vi. Administration, Registration & Examination Department for the comments and pass credit note if applicable.

Step 6: The form along with no due clearance is sent to Finance for determining the financial status of the student and make necessary collections / payments (Refund).

Step 7: Approved application will be forwarded to registration officer for cancellation of registration

Step 8: The cancellation status will be communicated to the student, faculty, advisor, Head of Academics and all concerned departments

Step 9: The form will then be returned to the Administration, Registration & Examination Department for updating student database.

Step 10: Cancellation form along with supporting documents shall be placed in the student file

Step 11: A cancelled student if he wishes to join back will have to undergo the process of re-registration

### **Cancellation procedure for Visa students:**

In addition to the above general cancellation procedure for Non-Visa students, the Visa students have to submit the following documents at the time of cancellation:

- i. Emirates ID (Original)
- ii. Passport
- iii. Ticket Copy
- iv. Visa Cancellation Letter from Immigration

### **Cancellation procedure for Visa letter and Embassy Letter students:**

In addition to the above general cancellation procedure for Non-Visa students, the Visa letter and Embassy Letter students have to submit the following documents:

- i. Visa Cancellation Letter from Immigration

## **K. REACTIVATION**

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

Step 1: Student will fill up the re-activation form

Step 2: The student will be initially counseled for graduation plan and applicable fee

Step 3: Application will be sent to Registrar for approval of reactivation

Step 4: Head of Administration will issue new graduation plan and invoice to the student

Step 5: Approved application will be forwarded to registration officer for the re-activation.

Step 6: The student name will be forwarded to the concerned departments.

## L. POLICY ON DOUBLE DEGREE

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

### **Worked out example:**

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

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

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

### **Petition for a Double Degree**

- i. Student should have a good academic standing (typically a CGPA of 3.0 in the end of junior level or upon completion of a minimum of 90 credit hours in the program) at the time of petition.
- ii. Student should obtain permission from the academic advisor and Dean in the appropriate forms of petition.
- iii. Student will not be allowed to cross the limit of stipulated academic load in a given semester for the purpose of completing the additional credit required for the award of double degree.
- iv. Students are required to meet additional financial liabilities pertaining to this petition.

- v. Students are required to maintain the CGPA level of 3.0 in the rest of program till graduation. In case student performance drops down below CGPA of 3.0 at any point prior to graduation, the student is required to meet the academic advisor, the Dean and administrative personnel to seek appropriate advise in the process of reviewing and improving the academic standing and progression.
- vi. Any registration towards earning additional credit hours for the purpose of obtaining a double degree will be permitted only upon completion of 120 credit hours of the main program in which he/she is currently progressing.

## M. ATTENDANCE POLICY

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

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

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

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

- i. 75 % attendance is a must to appear for the main final exam, exceptional cases will be considered only on approval by the Dean & Registrar & HASS.
- ii. Maximum of 5% attendance is taken into consideration on the approved proof which has to be submitted within 5 working days to the Head - Admin & Exam Department.

- iii. Student having attendance between 51 – 74% will be allowed to attend the exam along with the resit examination subject to the Committee's decision; however they are required to pay the resit exam fee and resit policy would apply for grade.
- iv. Student having less than 50% are not eligible for the final exam or resit exam and has to repeat the course.
- v. The waiver for required attendance to the student falling under mitigating circumstances due to some medical problem, death in the family, accident etc, may be considered on approval from the Registrar & HASS.
- vi. Student can avail only one chance in an academic year for writing the re-sit exam due to low attendance.
- vii. If the student is absent for continuous three weeks without any reason and has not informed to the concerned authority, will qualify for removal of name from the student roll and will be placed in pending status.
- viii. This pending name will be forwarded to their respective advisor & to Administration, Registration & Examination Department for the final counseling and update the status accordingly.
- ix. In case if there is no response from the student, the name could be placed in temporary cancellation status for the particular semester and will have to pay the required registration fee for the re-activation.
- x. If the student is not reported to that particular semester his/her name will be cancelled from the SUC and has to apply for the re-registration and which case new academic policy (if applicable) will be applied.
- xi. 5% of attendance is reserved to the academic advisory meeting with the advisor.

## N. TEST AND EXAMINATIONS

### i. **Mode of Assessment**

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

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

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

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

**ii. Exam Schedule**

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

**iii. Assessment Reporting System**

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

**iv. Eligibility For Appearing In An Examination**

The eligibility to appear for examinations is guided by the attendance policy, monitored by the Administration, Registration & Examination Department.

**v. Hall Ticket**

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

**vi. Quality Check of exam paper**

Quality check is the process of evaluating the standard of the exam paper by a subject expert that meets the learning outcome requirement pertaining to the course. It is carried out 2 weeks prior to the conduct of the examination. All question papers are administered only after the completion of quality check and further approval of same by the Dean.

## **O. DISSERTATION POLICY**

### **i. Introduction**

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

### **ii. Offering of the Dissertation**

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

### **iii. Procedure for offering Dissertation**

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

### **iv. Allocation of Supervisors**

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

## A. INTERNSHIP / INTERNSHIP PROJECT POLICY

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

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

The process of arranging internship

- i. To receive complete list of internship requirement for eligible student from Administration, Registration & Examination Department
  - a) Major wise
  - b) Contact Details (Mobile, Personal Email and Official & Fax)
  - c) Name with clear passport size photographs
  - d) Photocopy of Passport copy with VISA page
  - e) Photocopy of UAE National ID
  - f) Letter of consent and compliance from the student
  - g) Updated CV/Resume
  - h) Contact details of SUC supervisor
- ii. To coordinate in developing e-brochure for prospective students containing the photograph, personal, qualification, experience detail and supervisor contact details.
- iii. To mail the e-brochure to the prospective employers / industry for internship.
- iv. On receipt of acceptance/consent from respective industry the intimation send to Administration, Registration & Examination Department.
- v. Head of Administration, Registration & Examination Department completes the registration formality and issues letters of internship.

- vi. In-house orientation for intern by coordination with Corporate Affairs Office, Head of Administration, Registration & Examination department & SUC's Supervisor, and Experience sharing from students already placed.
- vii. Head of Administration, Registration & Examination Department to compile list of intern joined the organization.
- viii. SUCs supervisor to monitor the progress of inter and appraise office of corporate affairs.
- ix. In case student does not join or discontinue, it is the sole responsibility of student to find organization for their internship. Corporate office is not held responsible for arranging second opportunity.
- x. Students intern are required to submit internship Project report to Head of Administration, Registration & Examination Department.
- xi. Head of Administration, Registration & Examination Department to send details of organization where internship has been organized during semester.
- xii. Corporate affairs office to be sent thanks letter to concerned people in organization where internship completed.

## XVI. STUDENT DEVELOPMENT PROGRAMS

### A. PROFESSIONAL SKILLS DEVELOPMENT PROGRAM

The Professional Skill Development Program (PSDP) at Skyline University College is the outcome of the vision of the founder president 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 have 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.

### B. PSDP ACADEMIC REQUIREMENTS

- i. The credit value of the PSDP will be zero and shall be a graduation requirement.
- ii. The zero credit PSDP program will be offered without any additional fee payment from the students
- iii. 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.
- iv. 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.).
- v. Attendance and task completion shall be recorded for reference purposes.

## C. 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

**XVII. AAC, COMMITTEES & FULL TIME FACULTY MEMBERS AND THEIR CREDENTIALS**

**AAC**

<b>S. NO</b>	<b>Name of Faculty</b>	<b>Rank</b>	<b>Specialization At Masters Level</b>	<b>Highest Degree Earned</b>	<b>Degree Conferring Institution</b>
1	Dr. Amitabh Upadhya	Professor - Dean	MA (Pol. Science)	PhD Tourism Management	University of Lucknow
			PG Diploma in Marketing Management		
2	Dr. Sudhakar Kota	Professor - Head of Quality Assurance	MBA(Marketing)	PhD	Barkatullah University
			M.Phil. (Regional Planning & Economic Growth)	Economics &	
			PG Diploma in Industrial Relations & Labor Laws	Marketing	
3	Dr. Osama Ali Thawabeh	Associate Professor - Head of Student Affairs	M.Sc. (Physics)	PhD. Physics	University of Rajasthan
4	Ms. Sunita Marwaha	HASS / Registrar	MBA (Marketing & HR)	MBA (Marketing & HR)	Punjab University

## COMMITTEES

S. No	Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
1	Dr. Gouher Ahmed	Professor, Coordinator- Research Committees	Master of Management	D. Phil (Management Science)	Dr. BAM University
			Master of Arts in Industrial Relation		
2	Dr. Nadir Ali Kolachi	Associate Professor, Chair-Research Committee	Master in Business Administration,	PhD	University of Karachi
			MS(Management Science)	Management	
3	Dr. Mahesh Agnihotri	Associate Professor, Coordinator- Services Committees	M.Com (Taxation & Accounting)	PhD. Commerce	Nagpur University
4	Dr. Mohit Vij	Associate Professor, Chair- Teaching Effectiveness Committee	Master of Tourism Management	PhD Tourism	Kurukshetra University
			MBA (HEC Montreal)		
5	Dr. Riktesh Srivastava	Associate Professor, Coordinator - LSS	M.Sc. (Electronics & Communication)	PhD Computer Science	Avadh University
			PGDIM (Mkt)		
			MBA(Mkt)		
6	Dr. Ajith Kumar	Assistant Professor	Master in Business Administration	D. Phil (Management )	University of Calgary

S. No	Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
7	Dr. Manoj Kumar	Associate Professor, Coordinator - Research Committee	MBA (Marketing)	Ph.D. Consumer Behavior	CCS University
8	Dr. Kakul Agha	Assistant Professor	Master in Public and Personnel Management	D. Phil (Business Administratio n)	Berhampur University
9	Dr. Mohammad Abdul Salam	Lecturer, Chair- Services Committee	Master of Computer Applications	D. Phil (Computer Science)	Osmania University

## FULL TIME FACULTY MEMBERS - BBA

S. No	Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
1	Dr. J. Shanmugan	Associate Professor	MBA (Systems with Marketing)	PhD Personal Management & IR	Bharathiar University
2	Dr. Haitham Alzubi	Associate Professor	Master in Business Administration	PhD (Management)	Amman Arab University
3	Dr. Hamza Khraim	Associate Professor	Master in Business Administration	PhD (Marketing)	University of Science, Malaysia
4	Dr. Sharon Mendoza Dreisbach	Assistant Professor	Master in Public Administration	PhD	Notre Dame of Dadiangas University
				Human Resource Management	
5	Dr. Mahmoud Hajjar	Assistant Professor	Master of Arts in Applied Linguistics	D. Phil (Linguistics)	University of Essex
6	Dr. Wilson Gachiri	Lecturer	MA (Social Demography & Development Economics),	PhD (Development & Research)	Howard University
			Masters in Sociology		
15	Dr. Tariq Mehmood	Lecturer	MBA (Marketing/ Management)	PhD (Monetary Economics)	International University of America
16	Dr. Anwar S. Gasaymeh	Lecturer	Masters (Economics)	PhD Economics (Banking & Finance)	University Kebangsaan Malaysia
18	Dr. Taleb Eli	Lecturer	Master in English & Gender Studies	PhD English Language & Literature	Sidi Mohamad Ben Abdullah University

### ADJUNCT SEMESTER FACULTY - BBA

S. NO	Name of Faculty	Rank	Specialization At Masters Level	Highest Degree Earned	Degree Conferring Institution
1	Dr. Zahi Yaseen	Lecturer	Master of Business Administration	Doctor of Educational Leadership	Central Michigan University
2	Dr. Hassan Al Dhaafri	Lecturer	Master of Business Administration	PhD Management	University Utara Malaysia
3	Dr. Gopala Krisnan	Lecturer	MBA (Human Resource Management) & Master of Arts (Public Administration)	PhD Human Resources Management	Acharya Nagarjuna University
4	Mr. Soheil Arzanpour	Lecturer	English Language	Master in English Language	Islamic Azad University
5	Mr. Rafat Karajeh	Lecturer	Master Of Science (Electronics)	Master Of Science (Electronics)	Pune University
6	Mr. Ziad Al Shaik	Lecturer	MBA & M. Science	MBA & M. Science	Oklahoma City University
7	Ms. Shaista Irfan	Lecturer	Masters of Science (Electronics)	Masters of Science (Electronics)	Pune University

## xviii. ACADEMIC CALENDAR

<b>BBA - WEEKDAY [ACADEMIC QUICK REFERENCE CALENDAR]</b>				
<b>ACTIVITIES</b>	<b>SUMMER 2016</b>	<b>FALL 2016</b>	<b>SPRING 2017</b>	<b>SUMMER 2017</b>
COMMENCEMENT OF CLASS [OLD INTAKE]	8-May-2016	14-Sep-2016	8-Jan-2017	1-May-2017
COMMENCEMENT OF CLASS [NEW INTAKE]	8-May-2016	25-Sep-2016	22-Jan-2017	7-May-2016
ORIENTATION DAY	10-May-2016 & 24-May-2016	20-Sep-2016 & 04-Oct-2016	25-Jan-2017 & 01-Feb- 2017	10-May-2017 & 24-May-2017
TUTION FEES PAYMENT	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH
STATEMENT OF ACCOUNT	PORTAL	PORTAL	PORTAL	PORTAL
GRADUATION CEREMONY	N/A	10-Nov-2016	N/A	N/A
DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT ADVISORY PRESENTATION	15-May-2016	20-Sep-2016	18-Jan-2017	14-May-2017
ADVISORY PRESENTATION	25-May-2016	06-Oct-2016	01-Feb-2017	24-May-2017
1 <sup>ST</sup> ADVISING MEET WITH ADVISOR [IN OFFICE]	22-26-May-2016	9-13-Oct-2016	12-16-Feb- 2016	21-25-May-2017
HALL TICKET COLLECTION OF MID-TERM EXAM	01-June-2016	18-Oct-2016	19-Feb-2017	01-June-2017
MID-TERM EXAM WEEK	12-16-June-2016	30-03-Nov- 2016	05-09-Mar- 2017	11-15-June-2017
RESULT PUBLICATION OF MID-TERM EXAM	22-June-2016	9-Nov-2016	15-Mar-2017	21-June-2017
MITIGATION EXAM - MID-TERM	28-30-June-2016	22-24-Nov-16	20-22-Mar- 2017	27-29-June-2017
2 <sup>ND</sup> ADVISING MEET WITH ADVISOR [IN OFFICE]	19-23-June-2016	20-24-Nov-16	19-23-Mar- 2017	18-22-June-2017
ADVISORY MEET	03-July-2016	14-Nov-2016	20-Mar-2017	02-July-2017
DEADLINE TO SUBMIT THE DISSERTATION/INTERNSHIP/INTERMSHIP PROJECT	17-July-2016	01-Dec-2016	13-Apr-2017	16-July-2017
DISSERTATION/INTERNSHIP PROJECT VIVA	17-21-July-2016	4-8-Dec-2016	16-20-Apr- 2017	16-20-July-2017
HALL TICKET COLLECTION	17-July-2016	01-Dec-2016	13-Apr-2017	11-July-2017
LAST DAY OF THE CLASS	21-July-2016	7-Dec-2016	19-Apr-2017	20-July-2017

ACTIVITIES	SUMMER 2016	FALL 2016	SPRING 2017	SUMMER 2017
FINAL EXAM WEEK	24-28-July-2016	8-15-Dec-2016 [Tentative]	20-27-Apr-2017 [Tentative]	23-27-July-2017
RESULT PUBLICATION OF FINAL EXAM	2-Aug-2016	20-Dec-2016	03-May-2017	1-Aug-2017
RESIT/MITIGATION EXAM	9-11-Aug-2016	10-12-Jan-2017	15-17-May-2017	8-10-Aug-2017
RESULT PUBLICATION OF RESIT/MITIGATION EXAM	16-Aug-2016	17-Jan-2017	22-May-2017	15-Aug-2017

**FALL 2016 SEMESTER COMMENCEMENT**

**BBA WEEKDAY**

**OLD INTAKE: 14<sup>th</sup> SEPTEMBER 2016; NEW INTAKE: 25<sup>th</sup> SEPTEMBER 2016**

## BBA - WEEKEND [ACADEMIC QUICK REFERENCE CALENDAR]

ACTIVITIES	SUMMER 2016	FALL 2016	SPRING 2017	SUMMER 2017
COMMENCEMENT OF CLASS [OLD INTAKE]	06-May-2016	16-Sep-2016	13-Jan-2017	05-May-2017
COMMENCEMENT OF CLASS [NEW INTAKE]	06-May-2016	23-Sep-2016	20-Jan-2017	05-May-2017
ORIENTATION DAY	06-May-2016 & 21-May-2016	23-Sep-2016 & 02-Oct-2016	20-Jan-2017 & 03-Feb-2017	05-May-2017 & 26-May-2017
TUTION FEES PAYMENT	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH	BEFORE 10 <sup>TH</sup> OF EVERY MONTH
STATEMENT OF ACCOUNT	PORTAL	PORTAL	PORTAL	PORTAL
GRADUATION CEREMONY	N/A	10-Nov-2016	N/A	N/A
DISERTATION/INTERNSHIP/INTERMSHIP PROJECT - ORIENTATION & COMMENCEMENT	13-May-2016	23-Sep-2016	20-Jan-2017	12-May-2017
ADVISORY PRESENTATION	20-May-2016	08-Oct-2016	28-Jan-2017	20-May-2017
1 <sup>ST</sup> ADVISING MEET WITH ADVISOR [IN OFFICE]	27-28-May-2016	14-15-Oct-2016	17-18-Feb-2017	26-27-May-2017
HALL TICKET COLLECTION OF MID-TERM EXAM	29-May-2016	16-Oct-2016	12-Feb-2017	28-May-2017
MID-TERM EXAM WEEK	10-18-June-2016	28 - 5-Nov- 2016	03-11-Mar-2017	09-17-June-2017
RESULT PUBLICATION OF MID-TERM EXAM	22-June-2016	9-Nov-2016	15-Mar-2017	21-June-2017
MITIGATION EXAM - MID-TERM	30-2-July-2016	25-26-Nov-16	24-25-Mar-2017	29-1-July-2017
2 <sup>ND</sup> ADVISING MEET WITH ADVISOR [IN OFFICE]	24-25-June-2016	21-22-Nov-16	24-25-Mar-2017	23-24-June-2017
ADVISORY MEET	1-July-2016	19-Nov-2016	18-Mar-2017	1-July-2016
DEADLINE TO SUBMIT THE DISERTATION/INTERNSHIP/INTERMSHIP PROJECT	09-July-2016	03-Dec-2016	14-Apr-2017	14-July-2017

ACTIVITIES		SUMMER 2016	FALL 2016	SPRING 2017	SUMMER 2017
DISSERTATION/INTERNSHIP VIVA	PROJECT	8-9-July-2016	4-8-Dec-2016	16-20-Apr-2017	14-15-July-2017
HALL TICKET COLLECTION		08-July-2016	03-Dec-2016	14-Apr-2017	07-July-2017
LAST DAY OF THE CLASS		16-July-2016	03-Dec-2016	15-Apr-2017	15-July-2017
FINAL EXAM WEEK		22-30-July-2016	7-17-Dec-2016	21 - 29-Apr- 2017	21-29-July-2017
RESULT PUBLICATION OF FINAL EXAM		2-Aug-2016	20-Dec-2016	03-May-2017	1-Aug-2017
RESIT/MITIGATION EXAM		12-13-Aug-2016	13-14-Jan-2017	18-19-May- 2017	11-12-Aug-2017
RESULT PUBLICATION RESIT/MITIGATION EXAM	OF	16-Aug-2016	17-Jan-2017	22-May-2017	15-Aug-2017

**FALL 2016 SEMESTER COMMENCEMENT**

**BBA WEEKEND**

**OLD INTAKE: 16<sup>th</sup> SEPTEMBER 2016; NEW INTAKE: 23<sup>rd</sup> SEPTEMBER 2016**

## SECTION III - LOCATION MAP

## LOCATION MAP

