

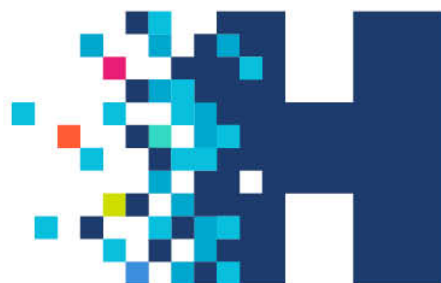


جامعة حمدان بن محمد الذكية  
Hamdan Bin Mohammed Smart University

# UNDERGRADUATE PROGRAM CATALOGUE

2020 - 2021





جامعة حمدان بن محمد الذكية  
Hamdan Bin Mohammed Smart University



**H. H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum**

Crown Prince of Dubai  
and University President



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Deputy Chairman of Police and General Security

Chairman of University Board of Governors



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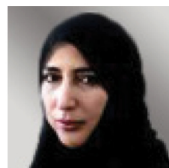
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## Message from the Chancellor



Thanks to the vision, directives and support of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of HBMSU, HBMSU has been able to move from one success to another as a national and regional leader of Smart Learning and a catalyst of the culture of quality and excellence.

Such leadership is clearly reflected in its portfolio of accredited academic programs and professional certification programs. What makes these programs unique is that they are designed and delivered according to the principle of learner-centered education, and that they focus on innovation, promote lifelong learning and use the state-of-the-art technologies. This ensures that the learners and their future employers have significant competitive advantages that commensurate with the challenges they face in the 21<sup>st</sup> century.

HBMSU continues its march of excellence while remaining faithful to its vision that is to be the University of Choice in the Arab World.

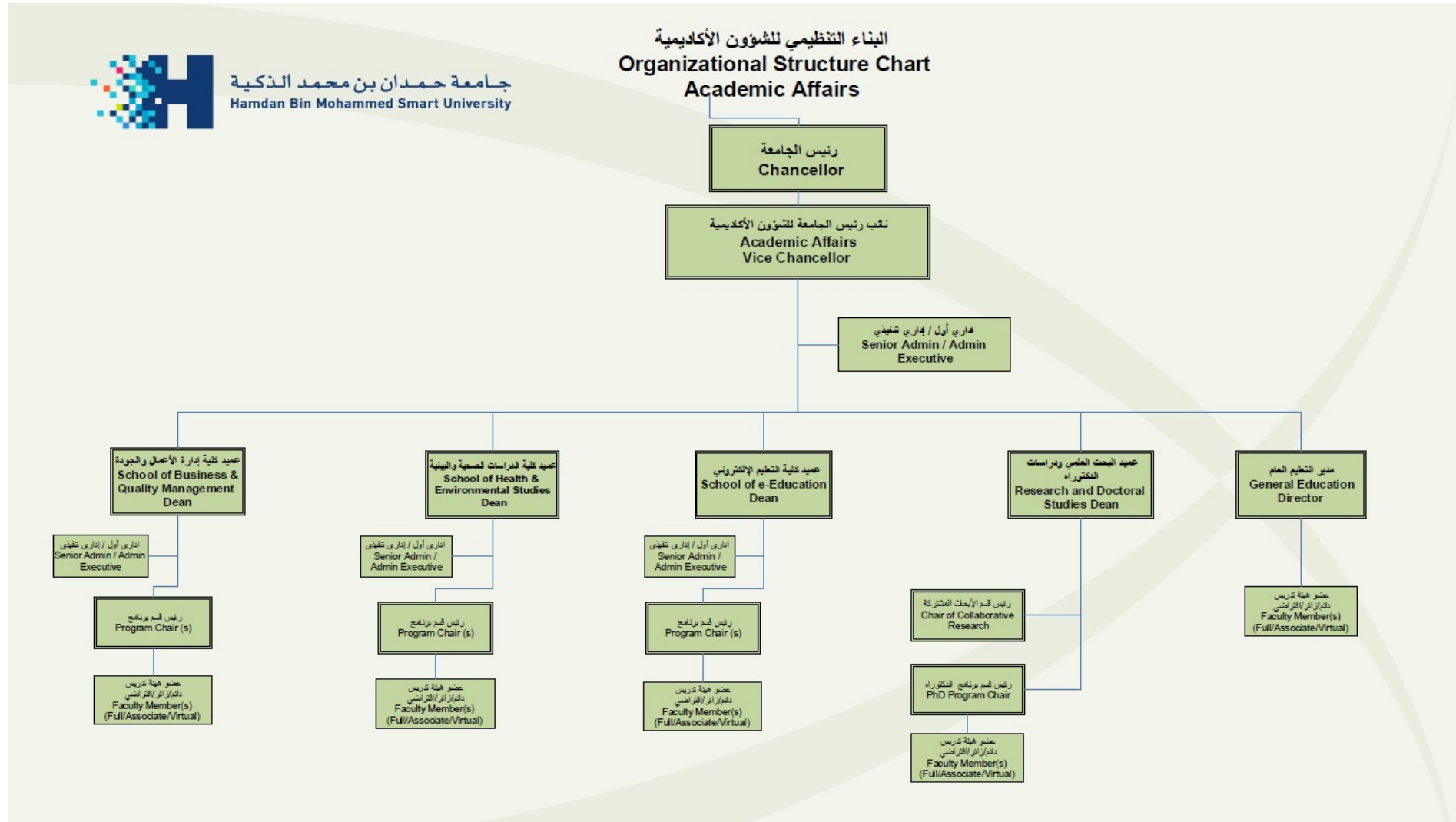
**Dr. Mansoor Al Awar**

**Chancellor**

**Hamdan Bin Mohammed Smart University**

## Organizational Structure

### Academic Affairs Division



## Academic Calendar 2020/2021

\* All Islamic holidays are subject to change

Fall Semester (2020-2021)				
Month	Date	Semester Week	Day	Event/ Activity
August	30	1	Sunday	First day of semester; First day of classes
September	10	2	Thursday	Last day to add section(s); Last day to drop section(s) with 100% refund of tuition
	13	3	Sunday	First day of 70% refund of tuition for dropped section(s)
	26	4	Saturday	Last day of 70% refund of tuition for dropped section(s)
	27	5	Sunday	First day of 0% refund of tuition for dropped section(s); First day to withdraw from section(s) with a grade of Withdraw (W)
October	29		Thursday	Prophet Birthday
November	14	11	Saturday	Last day to drop section(s) with a grade of Withdraw (W)
	15	12	Sunday	First day to drop section(s) with a grade of Withdrawal Failure (WF)
December	01		Tuesday	Martyrs' Day Holiday
	02 -03		Wednesday	UAE National Day Holiday
	12	15	Saturday	Last day of classes; Last day to drop section(s) with a grade of Withdrawal Failure (WF)
	13		Sunday	First day of final assessment
	22		Tuesday	Last day of final assessment
	23		Wednesday	First day of Semester Break
	29		Tuesday	Declaration of final grade(s)
January	01		Friday	New Year
	07		Thursday	Last day of Semester Break



Spring Semester (2020-2021)				
Month	Date	Semester Week	Day	Event/ Activity
January	10	1	Sunday	First day of semester; First day of classes
	21	2	Thursday	Last day to add section(s); Last day to drop section(s) with 100% refund of tuition
	24	3	Sunday	First day of 70% refund of tuition for dropped section(s)
February	06	4	Saturday	Last day of 70% refund of tuition for dropped section(s)
	07	5	Sunday	First day of 0% refund of tuition for dropped section(s); First day to withdraw from section(s) with a grade of Withdraw (W)
March	27	11	Saturday	Last day to drop section(s) with a grade of Withdraw (W)
	28		Sunday	First day to drop section(s) with a grade of Withdrawal Failure (WF)
	28		Sunday	First day of Mid-Semester Break
April	08		Thursday	Last day of Mid-Semester Break
	13		Tuesday	First Day of Ramadan
May	08	15	Saturday	Last day of classes; Last day to drop section(s) with a grade of Withdrawal Failure (WF)
	09		Sunday	First day of final assessment
	13		Thursday	Eid Al-Fitr Holiday
	23		Sunday	Last day of final assessment
	27		Thursday	Declaration of final grade(s)

Summer Semester (2020-2021)				
Month	Date	Semester Week	Day	Event/ Activity
June	06	1	Sunday	First day of classes; First day of grade of Withdraw (W) for cancelled registration in section(s)
	12		Saturday	Last day for grade of Withdraw (W) for cancelled registration in section(s)
	13	2	Sunday	First day of grade of Withdraw Failure (WF) for cancelled registration in section(s)
July	17	6	Saturday	Last day of classes; Last day to drop section(s) with a grade of Withdrawal Failure (WF)
	19		Monday	Arafat Day
	20 -22		Tuesday	Eid Al-Adha Holiday
	25		Sunday	First day of final assessment
	27		Tuesday	Last day of final assessment
August	01		Sunday	Declaration of final grade(s)

## **An Overview of Hamdan Bin Mohammed Smart University**

## **Hamdan Bin Mohammed Smart University Institutional Licensure**

Hamdan Bin Mohammed Smart University (HBMSU) was officially launched on February 1, 2009 by His Highness Shaikh Hamdan Bin Mohammed, the Crown Prince of Dubai. The university traces its origin to e-TQM College established in 2002 as the only institution with a Smart Learning platform in the UAE.

HBMSU is seen today as a pioneer in online learning in the region offering a wide range of programs through three schools and the e-TQM Institute to meet the needs of learners in all sectors of the economy, including business, education, Smart Learning, healthcare and environment. HBMSU provides learning opportunities for all through the principle of click-to-learn as well as enjoys international credibility, recognition and affiliation.

HBMSU programs are not only demand-driven, but are customized to meet the growing needs of businesses in the UAE and in the Arab world. HBMSU is passionate about upholding excellence in all its programs and has attracted internationally-recognized faculty and other professionals that have already started contributing towards human capital development in the UAE.

### **Vision**

“To lead the smart learning innovation for re-engineering the future of education aimed at the advancement of individuals, organizations, and society.”

### **Mission**

“We are an academic enterprise which enables knowledge creation and application through innovation, disruption, and transformation. We provide unique life-long learning opportunities, intellectually stimulating learning experiences and diverse community of faculty, staff, learners, and alumni”

### **Values**

#### **Learner-Centric:**

We position our learners at the heart of our operations. Our learners are in the driving seat and involved in decision making. We strive to provide individualized, internationalized, and intellectually stimulating learners experiences. We are keen to provide superior value and achieve higher levels of satisfaction.

**Game Changer:**

We think differently about education and learning. We are committed to push smart pedagogy to redefine the four pillars of education: faculty, curriculum, pedagogy, and learners. HBMSU's smart learning ecosystem offers challenging opportunities for learners to broaden their horizons, foster unconventional thinking and competency-based education.

**Together We Grow:**

We achieve more together; we are an inclusive, collegial community which appreciates diversity, builds tolerance and respect. We leverage our partnership with industry and global community of researchers and scholars to build capacity emphasizing mutual success.

**Passionate for Results:**

The hallmark of our distinct value is the sharp emphasis on results. Each member of the university community is driven with passion to contribute to the achievement of the university vision within a transparent and well-defined excellence and governance system that reflects high standards of accountability and integrity.

**Fueling Innovation:**

We are innovative in all our endeavours. Our faculty staff, and learners work together with the local and international community to develop top caliber research and to deploy creativity, innovation, and entrepreneurship for the sustainable development of UAE and worldwide.

## **Tutoring and Teaching**

Hamdan Bin Mohammed Smart University is committed to offering high-quality academic and professional programs. It intends to foster an interactive teaching and learning environment where all courses are delivered utilizing a model of communication in which learners and faculty are highly encouraged to contribute to the learning process through critical dialogue, integrative learning, collaborative effort, and regular faculty feedback regarding learners' progress and knowledge acquisition.

## **Defining Smart Learning**

Before starting your journey with us, you may want to know more about Smart Learning. This section answers this question and some of the most frequent questions one may have about Smart Learning.

Starting with its definition, Smart Learning, often also referred to as online learning, technology enhanced learning, web-based learning, etc. refers to the delivery of learning and training by means of advanced technologies. Today beside the internet and the use of computers, learners may access learning and training using mobile devices such as iPads, phones, etc. Generally, the term Smart Learning is often used to describe a range of learning situations that include either directed learning or self-learning conducted through the internet.

## **HBMSU Delivery Approach**

Academic programs and courses in HBMSU will be delivered using a BLENDED delivery strategy that incorporates synchronous (virtual) and asynchronous (self-paced) learning in a smart and innovative balanced weight.

Synchronous or Virtual learning is learning that is conducted in real time using online tools, where learners and the instructor can interact and engage with the disciplinary content of the course at the same time but without the constraints of a specific place. Synchronous learning is conducted at HBMSU in the virtual classroom and makes use of all its features, such as using audio, video and chatting, file and screen sharing, various interactive media and applications, and a variety of tools and technologies that provide a high quality learning experience.

Asynchronous or Self-paced learning is not bound by time or place, and allows learners and instructors to interact and engage among each other sharing resources and information outside the constraints of time and place.

At HBMSU, learners are provided with a variety of learning material including specially designed digitized learning objects that can be accessed anytime from anywhere to enhance and personalize their learning experience. Asynchronous learning at HBMSU is further facilitated a variety of tools (e.g. emails, file sharing, discussion forums, blogs, e-portfolios, etc.) and resources (e.g. podcasts, videos, presentations, simulations, educational games, etc.) to ensure a highly enjoyable and interactive learning experience.

The delivery strategy for every course is described in the course outline distributed to learners during the first class of each course.

## **Skills for becoming Successful in Smart Learning/ Blended Learning**

In general, successful e-Learners should:

- Possess good written communication skills
- Be Self-motivated and self-disciplined
- Participate actively in all online and self-paced sessions
- Be willing and able to commit 6 to 12 hours per week per course
- Set interim goals and deadlines for yourself, and stick to them
- Organize your goals in a study schedule
- Avoid interruptions while you are attending an online classroom, viewing a video program, listening to a cassette, reading a textbook, working on the computer, or simply studying.
- Log on to your course at least 4-5 times a week
- Continuously develop your technology skills to pursue the program
- Learners need to possess some minimum technology skills such as experience with navigating and using the Internet. Knowing how to download files, attach document files to e-mail, and use MS office software.
- Take time before responding to your instructor in the virtual classroom in order to make quality contributions
- Voice your concerns about your course to your instructor



## **Admission to Undergraduate Programs**

Applicants are admitted to the University irrespective of their national origin, colour, gender, disabilities or religion. The University treats all of its learners equally and grants them the same rights and privileges. Any person is welcome to apply to Hamdan Bin Mohammed Smart University; however in order to maintain its quality standards; applicants must meet program admission requirements as detailed below.

## **Admission Requirements**

The university admits to its undergraduate programs the following categories of applicants:

- **Holders of High School Certificate or its equivalent**

A holder of UAE secondary school certificate or its equivalent as recognized by the Ministry of Education.

- **Holders of a Technical, Industrial or Commerce High School Certificate or its Equivalent**

A holder of a technical, Industrial or Commerce high school certificate or its equivalent as recognized by the Ministry of Education.

- **Applicants with American or British School Certificates from schools within the UAE or outside the UAE**

Applicants with high school certificates from Great Britain (IGCSE, GCSE, GCE, etc.), U.S.A., or from other high schools outside the United Arab Emirates, shall refer to the Ministry of Education, to obtain the equivalence of the certificate of their secondary school qualification.

- **Graduates with MOHESR accredited Higher Diplomas/Diplomas**

Holders of Higher Diplomas or Diplomas, from any MOHESR accredited institution(s) with high school certificate score of 50 and above, or without high school certificate.

- **Transferred learners from other institutions:**

Learners transferred from recognized accredited institutions with a high school score of 60% or more.

## **English Language Proficiency**

Applicants must have a TOEFL score of 500 (Paper Based Test), 173 (Computer Based Test), 61 (Internet Based Test). An IELTS score of 5.0 (Academic) or the equivalent of another standardized test approved by the Ministry of Education (MOHESR). Emirates Standardized Test (EmSAT) English Achieved 1100 – 1225. Institutional TOEFL taken at HBMSU are acceptable. TOEFL and IELTS scores are only valid for two years. EmSAT is valid for 18 months from the date the test was taken.

## **English Placement Test:**

Applicants who do not possess the required TOEFL/IELTS score may be conditionally admitted to an undergraduate program given that they are enrolled in an IELP course. They must attend the English Language Placement Test administered at the beginning of each semester. This test will help assessing learners' English language competencies and place them in appropriate levels of the IELP. The English placement test is specially designed to improve the English proficiency of learners to the level necessary for success in their academic studies and to prepare them to obtain the required TOEFL/IELTS score for admission.

## **Math Placement Test:**

Applicants being admitted will usually come from different schools and countries, which vary in the type and level of mathematics courses provided. Due to these diverse mathematical backgrounds, a Math placement test was designed to be taken by all newly admitted learners. The purpose of the test is to assess the learner's mathematical ability. The math placement test scores are used to place learners into an appropriate math course.

If a learner requested a credit transfer for a mathematics course of higher level than the Remedial Math and such request was sanctioned by the Credit Transfer Committee, then the learner might be exempted from taking the Math placement test.

## **Admission Required Documents**

In order to be admitted to one of the undergraduate programs of the university the following documents must be submitted per the deadlines mentioned in the Academic Calendar:

- All sections of the online application must be filled out.
- Attested UAE Secondary School Certificate or its equivalent.
- Recent photograph.
- A photocopy of a valid identity card and passport.
- Certificate of English Proficiency Test (TOEFL, IELTS or EmSAT) if available
- Documentation satisfying UAE visa.
- Documentation related to special cases stated above (American system, British system)
- 300 AED Application fee
- 500 AED Admission fee (after receiving and accepting the offer letter)

## Confirming Admission

Applicants who fulfil the admission requirement will receive an e-offer which they will need to accept; upon accepting the e-offer, applicants are required to pay the admission fee of AED 500 (non-refundable). Once the deposit is paid applicants are considered officially registered in their program of study and are issued an ID number, ID card and assigned an academic advisor.

## Admission Criteria

Applicants will be admitted to an undergraduate program as per the below table:

Certificate Type	Admission Criteria	TOEFL/IELTS <sup>1</sup> /EmSAT	Admission Status	Max study load	Special requirement
Holders of High School Certificate or its equivalent	High school score > or equal to 70	$\geq 500$ $\geq 5$ $\geq 1100$	Regular	as per enrolment and study load policy	None
	High school score > or equal to 70	No	Conditional English	Max of 12 CHrs	1. Compulsory enrolment in English program. 2. Allowed courses to be registered are Arabic studies, Islamic Culture taught in Arabic and Remedial Math. 3. TOEFL 500 is required prior to enrolment in any course other than the above mentioned courses.
	High school score > or equal to 60	$\geq 500$ $\geq 5$ $\geq 1100$	Conditional GPA	Max of 12 CHrs	CGPA of 2.0 by the end of the second semester of his/her enrolment**

Certificate Type	Admission Criteria	TOEFL/IELTS <sup>1</sup> /EmSAT	Admission Status	Max study load	Special requirement
	High school score > or equal to 60	No	Conditional GPA/Conditional English	Max of 12 CHrs	1. Compulsory enrolment in English program. 2. Allowed courses to be registered are Arabic studies, Islamic Culture taught in Arabic and Remedial Math. 3. TOEFL 500 is required prior to enrolment in any course other than the above mentioned courses. 4. CGPA of 2.0 by the end of the second semester of his/her enrolment**
Holders of a Technical/Industrial/Commerce High School Certificate or its equivalent	High school score > or equal to 75	$\geq 500$ $\geq 5$ $\geq 1100$	Regular	as per enrolment and study load policy	None
	High school score > or equal to 75	No	Conditional English	Max of 12 CHrs	1. Compulsory enrolment in English program 2. Allowed courses to be registered are Arabic studies, Islamic Culture taught in Arabic and Remedial Math 3. TOEFL 500 is required prior to enrolment in any course other than the above mentioned courses.
	High school score > or equal to 70	$\geq 500$ $\geq 5$ $\geq 1100$	Conditional GPA	Max of 12 CHrs	CGPA of 2.0 by the end of the second semester of his/her enrolment**

Certificate Type	Admission Criteria	TOEFL/IELTS <sup>1</sup> /EmSAT	Admission Status	Max study load	Special requirement
	High school score >70	No	Conditional GPA/ Conditional English	Max of 12 CHrs	1. Compulsory enrolment in English program 2. Allowed courses to be registered are Arabic studies, Islamic Culture taught in Arabic and Remedial Math 3. TOEFL 500 is required prior to enrolment in any course other than the above mentioned courses. 4. CGPA of 2.0 by the end of the second semester of his/her enrolment**
Holders of Higher Diplomas or Diplomas, from any MOHESR accredited institution (no high school or high school average below 60)	CGPA ≥ 2	≥ 500 ≥ 5 ≥ 1100	Regular	as per enrolment and study load policy	None
	CGPA ≥ 2	No	Conditional English	TOEFL 500 is required prior to enrolment	Compulsory enrolment in English program
Learners transferred from recognized accredited institutions	CGPA ≥ 2	≥ 500 ≥ 5 ≥ 1100	Regular	as per enrolment and study load policy	None
Withdrawal from HBMSU (Re-join) (not dismissed)	CGPA ≥ 2	≥ 500 ≥ 5 ≥ 1100	Regular	as per enrolment and study load policy	None
This is same as re-admission, i.e. no conditional acceptance and English requirements should be met					

## **Admission Postponement**

The offer of admission is valid for two semesters. All admission requirements need to be met at the time of the issuance of the new admission letter. The admission of the learner will be considered cancelled if he/she failed to register after two consecutive semesters; he/she will need to re-apply when considering joining the University.

## **Withdrawal from the University and Re-admission**

During their course of study at Hamdan Bin Mohammed Smart University learners may wish to withdraw completely from the university, for one reason or another. Requests for withdrawal from the university must be made by filling the Withdrawal Form available at the Registration Unit.

A learner who withdraws from the university and wishes later to re-join must apply as a new learner and satisfy all admission requirements prevailing at the time of re-admission.

## **Application Deadlines**

Applications for admission to undergraduate studies at Hamdan Bin Mohammed Smart University are accepted at two points during the year; the Fall and Spring semesters.

## **Learner's Resident Visa Sponsorship**

Hamdan Bin Mohammed Smart University provides "visa sponsorship" for non-resident learners seeking to study at the University.

A sponsored learner may suspend his or her registration for a maximum of two non-sequential semesters, in such case, learners are required to:

- Fill the Registration Suspension and submit it to the Registration Department in order to maintain his/her visa
- Have no outstanding tuition or other related fees
- Undergraduate learners must have been enrolled for a period of three (3) consecutive semesters (excluding Summer) prior to applying for suspension registration

A valid medical insurance is required for all sponsored learners for the duration of the visa where learners will be required to renew their medical insurance prior to its expiry date.

For more information, please contact the Admission Department at: +971 4 4241040 or [admission@HBMSU.ac.ae](mailto:admission@HBMSU.ac.ae)



## **Academic Terms, Regulations and Course Registration**

## Semesters

Courses in Hamdan Bin Mohammed Smart University are offered in two semesters: A Fall semester and a Spring semester. Each semester consists of 16 weeks including the examination period. The University may also offer a Summer session consisting of 8 weeks or less.

## Credit Hour Definition

A semester credit hour is defined by the total number of hours a learner needs commit to per week, over the duration of one semester to complete the requirements of particular course.

This total time includes:

1. Time spent in formal class instructions Time spent in laboratory, internship, or other scheduled activity (when applicable)
2. Time devoted to reading, studying, writing, preparation or problem solving.
3. Time spent on directed self-paced learning and asynchronous communication.

A semester credit hour is assigned in the following ratio of component hours per week devoted to the course of study:

- Formal Class Instruction: One credit hour is defined as the equivalent of one hour of formal class instruction plus an average of two hours of out of class self-study (preparation for formal class instructions, reading, homework, etc) for an undergraduate level course and an average of three hours of out of class self-study for a postgraduate level course per week over a 15 weeks semester. Formal class instructions occur under the supervision of faculty members
- Typically, the credit hours for an online course are calculated in a similar way as they would be for a traditional campus course since the outcomes and the expectation for work are the same .
- Experimental Laboratory: One credit hour is usually equivalent to two hours of experimental laboratory. “Experimental laboratory” involves demonstration by instructor and experimentation by learners, with the out-of-class study generally including practice and/or laboratory report writing. “Experimental laboratory” is under the supervision of an instructor.
- Internship: one credit hour is equivalent to five hours of experiential internship per week under the control and supervision of the employer on the job with coordinated University representative planning. Internship involves the development of job skills by providing the learner with a structured employment situation that is directly related to, and coordinated with, the educational.

## Academic Load

The study load for a new undergraduate learner per semester is set at a maximum of 18 credit hours . In exceptional cases, a learner can register for up to 21 credit hours after obtaining permission from the Dean of the School or the VCAA who can recommend more load if the learner's CGPA is 3.60 or greater on a 4.00, or this additional load enables the learner to graduate in the current semester. The maximum study load for the summer session is 6 credit hours.

## Course Descriptions and Syllabi

Faculty members must ensure that learners receive the course syllabus during the first week of the semester preferably making the syllabus available on the university Virtual Learning Environment (VLE).

The deans of the respective schools have the final approval of the Course Syllabus, any changes or amendments cannot be made by individual faculty members and recommendations for change can be made to the dean.

## Course Registration

Learners can choose courses through smart campus as per the study plan of the program he/she is admitted to. Detail of the registration process is available in the following videos:

- **Request for Advisor's Approval ----- Click [HERE](#)**
- **Choose sections and pay tuition ----- Click [HERE](#)**
- **Switching sections for the same course ----- Click [HERE](#)**

Courses will be automatically dropped from the learner's record if the payment has not been received before the announced payment deadline. Payment should be for all registered courses, otherwise the courses will be dropped at the last day of the pre-enrollment (partial payment is not allowed).

## Credit Transfer and Parallel Enrolment

Prior to the first semester of enrolment, HBMSU may consider transferring credits for courses completed at other accredited universities, colleges, or institutions to its undergraduate and postgraduate programs if the learner meets the admission requirements of the program. The content and outcomes of the course(s) to be transferred shall be equivalent to at least 80% or more of the contents and outcomes of the course(s) taught at Hamdan Bin Mohammed Smart University.

To apply for transfer of credits, a learner shall fill the admission application and complete the "Transfer Credit Request" at least 15 working days before the beginning of classes. Copies of all official transcripts,

course descriptions, and syllabi for the course(s) he/she wants to transfer must be attached to the request and the transfer of credit fees paid. The learner must submit and pay fees for each transcript with courses to be evaluated for credit transfer.

HBMSU applies the Transfer Admission Policy as defined in the Ministry Education Standards (2019).

## **Registration Suspension**

A continuing learner may suspend his/her registration for two consecutive regular semesters given that he/she does not exceed the maximum allowed study period. The registration of the learner will be considered as cancelled if he/she fails to register after two consecutive suspended semesters.

Learners called for the UAE National Service program shall be granted a maximum of two extra semesters not counted in the suspended semesters and the maximum allowed study period of undergraduate.

Summer semesters not included.

Learners whose registration is cancelled are required to re-apply to the University when considering returning to their previous program of enrollment, such learners need to fulfil admission requirements at the date of readmission.

All admission policies and requirements pertinent to the academic year to which they are applying to, need to be met. All previously submitted academic records on file are considered as supporting documents to their new application

## **Add and Drop**

Learners may add or drop a course or more after he/she registered for that (those) course(s) up to the last day of Add/Drop period as per the University Academic Calendar.

Add/Drop period will take place in the first two week of the Fall and Spring semesters.

If the learner dropped a course within Add/Drop period, the course paid fees will be refunded to e-wallet and the course will not be recorded in the learner academic history (Refer to the academic Calendar page)

Final auto drop will take place in the last day of add/drop period .

Late registration fees will be applicable for the first week after the add/drop period.

## **Course Withdrawal and Refund**

If a learner drop a course after the Add/Drop period, he/she will be considered withdrawing from the course and the withdrawal policy will be applied.

If a learner withdraws starting from the first working day of the 3rd week and no later than the last working

day of the 4th week of a regular semester, a grade of “W” will NOT be recorded in his/her Academic History but the refund policy will be applied.

If a learner withdraws starting from the first working day of the 5th week and no later than the last working day of the 11th week of a regular semester, the grade “W” will be recorded in the learner’s transcript but not considered in program and CGPA calculations and the refund policy will be applied.

If the learner withdraw after the end of the 11th week from the beginning of the regular semester, a grade of “WF” will be recorded in his/her academic record and this grade will be considered in calculating the learners’ program GPA and CGPA.

Summer sessions NOT considered as regular semesters, therefore there is NO add/drop of courses during summer sessions. However, if a learner registers for a course(s) during a summer session and decides not to continue, he/she may withdraw from course(s) within the first week of the start of the session. In such circumstances, the grade “W” shall be entered in the learner’s Transcripts. If the learner wishes to withdraw a course/courses after the last working day of the 2nd week of a summer session, the grade “WF” shall be entered against the course(s) cancelled in the learner’s transcript. The grade “WF” will be considered in calculating the learner’s CGPA. There is No Refund for courses registered during summer sessions

## **Repeating Courses**

In order to improve the CGPA or meet graduation requirements, a learner may repeat courses (core or elective).

If a course is repeated (core or elective), the highest grade obtained by the learner shall be recorded in the learner’s transcript and will be included in the calculation of the CGPA (Lowest Grade include In the Transcripts but exclude from calculation of the CGPA).

In all cases, all courses taken and grades obtained by a learner shall be included in his/her Transcript.

When a course is repeated, the credit hours allocated to it are calculated only once for the purpose of graduation

## **Incomplete Coursework**

Attendance to a course final examination or the submission of final course work is compulsory and must occur as per specified dates in the university academic calendar and examination timetable. Failing to attend a final examination or to submit a final course work, on time, may lead to an “F” being assigned to the particular course.

If a learner does not attend the final examination due to extenuating circumstances the course may be considered as “Incomplete”. The extenuating circumstances may include the following:

- Illness or accident that is certified in a medical report approved by a doctor who is certified by a governmental Health Authority in the UAE.
- Death of a first or second degree relative.
- Being arrested.
- Mandatory courtroom appearance supported by a copy of the official court summons including the date when the learner was required to attend.
- Any other valid reason as deemed acceptable by the Program Chair and approved by the Dean of the related school. The Decision of the Dean of the related school is final. Whenever the request was approved by the dean the decision and the date of the final exam or the date for submitting the final assessment shall be communicated to the registrar.

If the learner believes that he/ she has extenuating circumstance, then s/he must apply for an incomplete grade by completing the Incomplete Grade Request form and providing the required documents within a maximum of five working days from the examination date or alleviation of the extenuating circumstances, and he/ she must have a good class attendance record (i.e. must not be dismissed from the course for which they are requesting an incomplete grade), and must have accumulated a minimum aggregate score of 30 out of 60 in the formative/ongoing assessments of that course.

A learner who has been given an “incomplete” grade in a course should re-take the final examination or submit the required work before the end of the Add and Drop period of the following regular semester in which he/she registers. Failing to do so will result in receiving an “F” grade which will be recorded on the learner’s transcript.

The Program Chair or the Director of General Education shall organize with faculty to have a version of the final exams (that is different from the versions used on the day of the scheduled final exam) for use in cases of incomplete course requests; administrate the exam, grade it and send the final grade to the registration unit.

The scheduling and organization of the final exam for an incomplete course shall be done in coordination between the Registrar and the School

## Minimum and Maximum Study Periods

Depending on the number of credit hours of undergraduate program, the minimum allowed study period to complete the graduation requirements of credit hours is seven regular semesters. While the maximum study period is 14 semesters not including the summer semesters.

## Grading System

Learners' performance in undergraduate programs is measured on a semester basis; based on the grades they have obtained for every course they have enrolled in. The final grade of the course usually consists of the score of all examinations and activities taken during the semester.

### Undergraduate Grading System

Scores (%)	Letter Grade	Points
90 – 100	A	4.0
85 - 89.99	B+	3.5
80 - 84.99	B	3.0
75 - 79.99	C+	2.5
70 - 74.99	C	2.0
65 - 69.99	D+	1.5
60 - 64.99	D	1.0
Less than 60	F	0.0

### The Grade Point Average (GPA)

The grade point average (GPA) of each learner is computed at the end of each semester to indicate his or her progress in a particular given semester.

The quality points are used in the University to calculate the Grade Point Average (GPA) per semester by summing the quality points of individual courses taken at a specific semester multiplied by the credit weight of each course and dividing by the total number of credit at that semester.

### The Cumulative Grade Point Average (CGPA)

The quality of a learner performance is measured in terms of his/her Cumulative Grade Point Average (CGPA) which is calculated by summing the quality points of the individual courses as per the related study plan multiplied by the credit weight of each course and dividing by the total number of credits.



## Graduation Honours

The University grants its outstanding graduate, the following honours at graduation:

Performance	CGPA
Excellent with Honours	3.95 – 4.00
Excellent	3.70 – 3.94
Very Good	3.00 - 3.69
Good	2.50 - 2.99
Pass	2.00 - 2.49

## Academic Probation

Undergraduate learner must maintain, a minimum cumulative grade point average (CGPA) of (2.00). If a learner achieves less than 2.00 CGPA in any given semester (excluding summer semesters); he/she will receive a first academic warning. The “first academic warning” will be mentioned on his/her transcript

If a learner fails to remove the academic warning by the end of the next completed regular semester, he/she will receive a second warning the “second academic warning” will be mentioned on his/her transcript.

The academic warning is removed if the learner achieves a CGPA of 2.00 or above at the end of next completed semester.

If a learner fails to remove the academic warning by the end of the next completed semester, the learner's case will be reviewed by the related School. The Dean of School, after reviewing the case with the related Program Chair, may either approve the dismissal or grant the learner one more semester with specific courses in which the learner shall register. The School decision shall be final in this regard and the dismissal status will be mentioned on the learner transcript.

## Transcripts

Learners may obtain official signed transcripts of their academic records by applying for the official transcript. Please note that transcripts will only be released to the learner (himself/herself) or a person authorized by the learner or to an authorized person by the learner.

learner's sponsor, if any, can access the learner's academic profile and can apply for an official transcript

Learners may access their grade records and print unofficial transcripts from the system.

## Learner's Records

Hamdan Bin Mohammed Smart University takes very seriously learners' rights of privacy and confidentiality with regards to their academic records that are created by the University for Educational, Research and other legitimate purposes. This is why it has set up a rigid policy on privacy of learners' records.

Learners' records are kept safe and only authorized personnel are entitled to have access to them.

Learners' pictures in any form can't be used for media publications or other purposes without prior written authorization from the learner.

Learners have the right to withhold their contact information from disclosure in the virtual Learning Environment by submitting written request to the registrar department in timely manner.

Partial results and assessments, but not final exam or final project results, are posted by faculty according to Learner's ID; name or other identification must not be used.

Transcripts will not be handed to any other party except with the learner's own authorization or his/her parents.

The University opens and maintains two different types of learner records: Admission File and the Registration File. The admission file is considered the main and permanent file and it contains all admission requirement documents. This file is kept in an anti-fire safe all the time. An electronic version of each learner admission file shall be also kept. The registration file contains all academic records of the learner during his/her period of study at the University.

## Attending classes

Attendance at HBMSU is compulsory and is governed by the attendance policy.

The maximum number of absences in any course should not exceed 25%, as explained in the following table.

Attendance Warning / Notification	Number of sessions missed	
	In regular semesters (Fall / Spring) after the add & drop period (2 weeks)	In Summer semesters (no add & drop period)
1st warning	2 Synchronous/Virtual Sessions	2 Synchronous/Virtual Sessions
2nd warning	3 Synchronous/Virtual Sessions	3 Synchronous/Virtual Sessions
Dismissal	4 Synchronous/Virtual Sessions	4 Synchronous/Virtual Sessions

## **Coursework Assessment**

Courses are generally assessed based on a 40% final assessment and 60% ongoing/formative assessment. Some courses however, are structured differently and assessed accordingly. Final assessments can either be in the form of exams or can be individual projects.

Details about assessment strategies in any course are included in the course syllabus.

## **Plagiarism and Acknowledgement Practice**

Learners must submit for assessment their own individual and unassisted coursework; unless an assessment is based on “group work.”

For group assignments, each learner in the group is held jointly responsible for ensuring the assignment submitted complies with the university’s Policy.

Learners must not submit for assessment any work which has been submitted for another course at the University or at any other educational institution. Such behavior is considered a serious offense and shall be subject to terms of the Course Work and Assessment policy.

When any material is used by a learner which is not entirely the work of the learner or “work of the assigned group to which the learner is a member”, in whole or in part, the learner must fully refer to that material in accordance with the system of referencing specified in the course outline. Failure by a learner to comply with the above requirements may arise to academic misconduct and disciplinary action may be taken.

## **Course/ Program Evaluation**

One of the pillars of continuous improvement at Hamdan Bin Mohammed Smart University is based on getting feedback from all learners about each course taught as part of the program curriculum, and about the whole program.

In limited cases, the university may temporarily withhold midterm or final grades along with the processing of issuing official transcripts and/or printing of unofficial transcripts till certain requirements-which are identified as crucial are met. Such cases could be, but are not limited to: delays in filling the course/program evaluation form which may jeopardize the accreditation status of the institution.

## **Graduation**

Upon satisfactory completion of all requirements of a undergraduate program, a learner at Hamdan Bin Mohammed Smart University will be awarded the related Degree.

## Graduation Requirements

To be eligible for the award of a undergraduate degree, a learner must:

- Successfully complete all the courses and requirements of the program of study as mentioned in the program study plan.
- Maintain a CGPA of not less than 2.00 for Diploma and undergraduate
- Spend the minimum period, stipulated for the award of the degree and not exceed the maximum period as specified in each program. However, learners transferred from other universities/ colleges must earn at least 50% of the required credits for graduation at Hamdan Bin Mohammed Smart University.
- All financial obligations of the learner towards the University must be settled through the clearance process. As well as completing the end of program evaluation surveys.
- All Learners eligible for graduation need to fill out the Application Form for Graduation during the registration period of the last expected semester of study and to submit it to the Registration Unit. The university will charge the graduation fees as indicated in the “Application Form for Graduation”.

## **Learner Rights, Responsibilities, Code of Conduct and Problem Resolution**

Hamdan Bin Mohammed Smart University has established a code of conduct to which it expects its learners to adhere. The Code of Conduct at Hamdan Bin Mohammed Smart University describes learners' rights and responsibilities, standards for academic and nonacademic conduct, and penalties for violating the code of conduct.

The **learners' rights** are summarized in the following:

### **1. Academic Freedom**

No disciplinary sanction may be imposed on any learner without giving him/ her a written notice explaining the nature of the charges.

A learner accused of violating any of the terms of the code of integrity is entitled to appeal against a decision as per the procedure and policies set forth in this handbook.

### **2. Discrimination and Harassment**

The University prohibits discrimination based upon a person's race, color, sex, marital and/or parental status, religion, national origin, age, mental or physical disability. Learners who believe they have been discriminated or harassed should immediately report the incident to the Learner Relationship Management Department by submitting a grievance record.

### **3. Freedom of Inquiry and Expression**

Learners and recognized learners' organizations, associations and clubs which are part of Hamdan Bin Mohammed Smart University Community are guaranteed the rights of free inquiry, expression in both verbal and written form that do not violate the University and the country laws, policies, regulations and operations. At the same time, it must be made clear that in their public expressions or demonstrations, learners speak only for themselves

### **4. Freedom of Assembly**

Hamdan Bin Mohammed Smart University recognizes the rights of all learners to gather in groups in order to seek knowledge, debate ideas, form opinions, and freely express their views while respecting the rights and freedom of others. The university grants its learners the right of freedom of assembly, keeping into account that learner' gatherings must not disrupt or interfere with the operation of the university. Any recognized learners' organization, after receiving approval of both time and space, may hold group meetings inside the university building. Recognized learners' organizations may invite persons from outside the university to speak after obtaining approval from the Dean for Academic and Learner Affairs.

## 5. Freedom of Distribution and Posting

Learners may distribute post or upload printed and/or online published material after obtaining approval from the Learner Relationship Management Department. All free publications not in violation of the University policies and procedures and the UAE laws and culture may be distributed. Using media, social media, institutional resources, trademarks, logos or brands under the name of HBMSU is strictly prohibited unless written approval is obtained from the Chancellor through the Learner Relationship Management Department. Legal actions shall be taken against any learner violating.

## 6. Commercial Activities and Fund Raising

The use of University grounds or facilities for commercial or private gain purposes is prohibited. Learners shall contact Learner Relationship Management Department to get approval on such activities.

## 7. Role of Learners in the University-wide Decision Making

HBMSU considers its learners as an important part of its operations and values their opinions and suggestions; this is why it involves learners in institutional decision-making. Additionally, learners' concerns, propositions, complaints and critiques can be communicated to the University through the Learner's Council or the Learner Relationship Management Department by posting a complaints on SAWTI channel on the Smart Campus or email.

Hamdan Bin Mohammed Smart University takes the responsibility for providing its learners with a healthy and high quality standard educational environment, rich in resources needed by learners to attain their individual educational goals. In return, learners are responsible for making themselves aware of the resources available, appropriate use of those resources, and the specific behavioral tasks necessary for attaining desired learning outcomes.

Some of **the learner's responsibilities** are summarized below:

- To become knowledgeable of, and adhere to the University's policies, practices, and procedures;
- Demonstrate respect for all persons in the university community-staff, faculty, and other learners.
- To participate actively in the learning process, both in and out of the classroom:
- To attend all class sessions online;
- To participate fully in off line and online class activities;

- To participate actively in the in the advising system;
- To develop skills required for learning, e.g., basic skills, computer skills, time management, motivation, study skills, and openness to the educational goals;

## Learners' Dress Code

All learners are expected to adhere to common practices of modesty, cleanliness and neatness; to dress in a respectful manner within the acceptable standards of the community and in such a manner as to contribute to the academic atmosphere, not detract from it. Learners who fail to comply with this dress code may be subject to disciplinary actions.

- Kandura (Deshdasha)
- Abaya and Sheila
- Formal or Casual attire
- Pants/Trousers below knee
- Skirts below knee
- Blouse/Jackets covering the arm to elbow.
- Sleeveless, Pants/ Trousers and skirts above knee are strictly prohibited

The learners are also expected to obey to all university rules and regulations and are prohibited from engaging in any unlawful conduct. Any learner violating the code of conduct published in this policy either as a principal actor, aider or accomplice shall be subject to disciplinary action.

## Penalties for Violating of Code of Conduct

Conduct and behavior cases resulting from alleged violations of the University's code of conduct are within the jurisdiction of the LRM Office. Learners must be aware that violations will be treated seriously, with special attention given to repeat offenders. Penalties that may apply to a learner violating the code of conducts vary according to the nature of the violation made and may include one of the following:

- **Disciplinary Warning:** - By sending a written formal Warning to the learner informing him or her that his/her conduct is against the university standards and that continued misconduct may result in more serious disciplinary action by the Learners Services Management Director.
- **Disciplinary Probation:** - By sending a written formal notice from the Learners Relationship Management Director to the learner informing him or her that s/he was found in violation of the university standards. Violations of the stated conditions will cause more serious disciplinary action.



- **Suspension:** - The University Disciplinary Committee may decide to suspend a learner for a fixed period of time, suspension may refer to:
  - Exclusion of the learner from one or more courses;
  - Exclusion of the learner from University activities;
  - Exclusion of the learner from the University for a duration not exceeding two regular semesters. Learners will be required to meet with the Learners Relationship Management Director prior to being allowed to enroll at the University after the suspension period has expired.
  
- **Expulsion:** - The LRM usually raises the violations that require such sanctions to the University Disciplinary Committee. Expulsion refers to the termination of the learner status in the university.
  
- **Supplemental Sanctions:** - The LRM, director or the University Disciplinary Committee may impose additional sanctions or requirements which clearly address the issues involved in the misconduct. Any of the following may be imposed in connection with the above, but are not to be limited to:
  - Work assignments
  - Fines may be imposed: restitution, i.e., compensation for loss, damage, or injury
  - Academic sanctions, e.g., revocation of degree, holding transcripts, removal from courses
  - Failing course
  - Loss of privileges
  - Referral to External Authorities: In the case where a learner is in violation of the UAE laws on university or university-sponsored related activities, the university may refer the learner to the public

### Examples of Learner's Misconduct

- Abusing physically or verbally any person on University campus or through University facilities (i.e. SAWTI, online classrooms, forums, through email accounts of the University, etc).
- Humiliating conduct or language based on a person's race, gender, color, religion, nationality, and origin, physical or other disability, age, or political beliefs.
- Being involved in unwelcome sexual advances or physical touching or making sexually-oriented remarks, jokes, comments and/or behavior.

- Interfering by force or by violence (or by threat of force or violence) with any other learner, faculty or University Staff in the University.
- Filing a formal complaint falsely accusing another learner, faculty or University Staff.
- Damaging the reputation of the University through unacceptable actions or behavior.
- Using the name of the University of distributing or posting any materials (including in electronic form) in its name without prior approval.
- Being involved in academic violation: cheating, plagiarism, violating copyrights, etc.
- Entering or using University campus, offices or any locked or closed University facility in any manner, at any time, without permission of the University.
- Bringing unauthorized visitors to the University.
- Organizing illegal assembly, obstruction or disruption.
- Stealing or damaging of/to property of the University or of a member of the University community, such as visitors, learners, or staff.
- Abusing or unauthorized use of the University's computer equipment, software, passwords, records.
- Using computer resources to produce, view, store, replicate, or transmit harassing, obscene, or offensive materials. Offensive material includes, but is not limited to: pornographic, nude or any other material that is generally understood to be socially or culturally offensive.
- Violating the confidentiality or security of passwords, records, or software, including but not limited to networks, Internet, World Wide Web, and E-mail.
- Using, possessing, or distributing alcoholic beverages, narcotics, or dangerous drugs in the University.
- Smoking within the University campus.
- Possessing or using weapons or any dangerous chemicals which can be used to inflict bodily harm or damage upon a building or grounds in the University.
- Using SAWTI Page for any purpose or in any manner that violates any local or federal laws, along with any local tradition, disciplines or direction imposed by any competent Authorities in the Country.
- Conducting any process of surveys, commercial massages or advertising any material without the prior written approval of the University.

- Using the SAWTI Page to post or send any infringing, threatening, defamatory, libelous, disrepute or obscene others.
- Undertaking any action which may be calculated to disrepute the University and its standing image, or otherwise determined to be abusive or harmful to the University Staff and Faculty.
- Using university email for:
  - Personal gain
  - Chain letters (e.g., any communication which requests or demands the recipient forward the message to one or more individuals)
  - Solicitations for contributions for non-University sponsored entities
  - Deliberate acts associated with denying, interfering with or disrupting service of HBMSU e-mail service or that of any other agency.
  - Attempts to perform mass mailings to the entire University community of a non-official nature.
  - Any unlawful activity.

## **Learner Academic Integrity Code (Academic Honesty)**

It is the foundation upon which the learner builds personal integrity and establishes a standard of personal behaviour. The University can best function and accomplish its mission in an atmosphere of the highest ethical standards. The University expects and encourages all learners to contribute to such an atmosphere by observing all accepted principles of academic honesty. This policy is designed to encourage honest behaviour and is jointly administered by faculty and learners.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

1. **Cheating**: refers to intentionally using or attempting to use unauthorized materials, information, or study aids in any examination or academic exercise or make an attempt to change the outcome of assessment results through undue influence or material means. Cheating may take several forms for example:
  - Copying from another learners' exam or work paper;
  - Allowing another learners to copy;
  - Using unauthorized material during the exam, or
  - Receiving help during online exams and other assessment activities.

2. **Plagiarism:** to wilfully use the work, ideas, images or words of someone else in your submitted assignment without appropriate acknowledgement or attribution. Plagiarism can take several forms for example:
- Quoting another person's actual work without reference
  - Using another person's idea, theory, opinion of others without reference
  - Purchasing readymade work paper from the web
3. **Dishonesty in Submitted Work:** All academic work and materials submitted for assessment must be the original work of the learner (or group of learners if specified i.e. in a group work situation). Learners are prohibited from submitting any material prepared by, or purchased from another person or company other than them.
4. **Copyright Violations:** Copyright laws must be closely observed. Copying, alteration or unauthorized use of course material, University records, or instruments of identification with the intent of defraud or deceive is prohibited. Learners are expected to abide by relevant patents and intellectual property rights, for example, if they have access to any sensitive documents if their work involves access to information from outside institutions.
5. **Inappropriate Proxy:** Learners must attend their own examinations and classes whether they are virtual/online or physical. Those impersonated and the impersonators could face dismissal from the University.
6. **Work Completed for One Course and Submitted to another:** Learners may not present the same work for more than one course. In some situations, faculty may permit components of a significant piece of research to satisfy requirements in two courses.
7. **Complicity in Academic Dishonesty:** Complicity in academic dishonesty consists of helping or attempting to help another person commit an act of academic dishonesty or will fully assisting another learner in the violation of the academic code of integrity. Complicity in academic dishonesty is pre-meditated and intentional. This can include but is not limited to:
- a) Doing the work for another learner,

- b) Designing or producing a project for another learner,
- c) Providing answers during an exam test or quiz,
- d) Calling a learner on a mobile phone while taking an exam and providing information,
- e) Providing a learner with an advance copy of a test,
- f) Leaving inappropriate materials behind at the site of an exam or test,
- g) Altering examination results.

## **Settlement of Academic Honesty Offenses**

Academic cases resulting from alleged violations of the University's academic honesty code are within the jurisdiction of the relevant faculty and Program Chair, while more serious violations or repetitive violations are brought to the Dean of the School for further action. In the case where a learner wishes to bring charges against another learner, he/ she should do so through the Faculty member in whose course the violation occurred and the program-chair. In addition to this he/she must identify himself or herself to the faculty.

If a faculty is convinced that an alleged offense has resulted from an error in judgment on the learner's part rather than from purposeful dishonesty, the faculty may decide to use the occasion for instructing the learner on acceptable standards for academic work. In such cases, the faculty may, for example, require the learner to rewrite or correct the original assignment or to submit a substitute assignment or to apply a grade penalty. When faculty jurisdiction is exercised in the case of an unintentional academic violation, the faculty shall notify the Dean or the General Education director (in the case of learner is enrolled in GE courses) and the Registrar, in order to monitor any recurrence of such errors in judgment by the particular learner.

In the case where the faculty believes that the offense made by the learner is a serious breach of the university' academic honesty code, or in the cases of repetitive occurrence of such offenses, he/she must report the violation to the Dean of the school or the Director of General Education within 10 working days of the occurrence of the violation or after the day in which s/he has been aware of the violation. The report submitted must be supported by appropriate documentation or evidence.

Upon Receiving the Faculty report, the Dean of the school or the Director of General Education will inform the learner of the charges brought against him/her and arrange to discuss the charge with the learner either online or in person as appropriate. Learner will be presented with the charge and the evidence and he / she will be advised of the procedures including his/her rights and will be given the opportunity to respond to the

charge either immediately or by writing within 5 working days. The faculty is not to submit grades for the work in question until the case has been settled. If the semester grades are due before the settlement process is complete, a temporary grade of N will be assigned.

After reviewing the charges and the evidence, the Dean of the school in consultation with the Program Chair or the Director of General Education may either:

- Dismiss the case and notify the Registrar of the decision , or
- Refer the case to the Learner Disciplinary Committee (LDC) which should include the Dean or representative of the concerned school. A case is referred to LDC when the issue raised cannot be resolved through informal discussion or the learner chooses to bring it to the formal committee. In such a case, the Dean of the school shall notify the Registrar to form the committee within 5 working days. The committee which will compose of the following members:
  - The University Registrar (Chair)
  - Dean of the school concerned
  - UC Faculty Representative
  - Learner's council chair

The Committee, will give opportunity for hearing all parties involved in the case (faculty –learners, Learner-learner) and based on the evidence provided will make a decision and notify the concerned parties through a formal letter issued by the Chair within three working days from the hearing. The LDC decision will not be subject to appeal.

## Penalties

Learners must be aware that academic violations will be treated seriously, with special attention given to repeat offenders:

- In dealing with the violation of the academic honesty conduct, the Learner Disciplinary Committee will take into account both the seriousness of the offense and any particular circumstances involved.
- Learners who have been found guilty may be suspended or dismissed or expelled after the case is brought to the Learner Disciplinary Committee.
- Penalties for an academic offense may vary from a verbal warning to expulsion and could include one or more of the following:
  - a. Verbal or written warning.

- b. Resubmission of the work in question.
- c. Submission of additional work for the course in which the offense occurred.
- d. A lower grade or loss of credit for the work found to be in violation.
- e. A failing grade of F for the course in which the offense occurred. A notation of the academic violation will be entered on the learner's permanent record.
- f. Suspension for one or more academic semester, including the semester in which the offense occurred. A notation of the academic violation will be entered on the learner's permanent record.
- g. Dismissal (for a specified semester or permanently) from the University. A notation of the academic violation will be entered on the learner's permanent record.
- h. Learners on scholarships will lose their scholarship if they were proven to have engaged in academic dishonesty or plagiarism.
  - a. A learner may not withdraw from a course in which an infraction has been found and a penalty applied. No refund or cancellation of tuition fees will be permitted in such cases.

## **Problem Resolution**

### **Grade Appeal**

Faculty members shall articulate and communicate course requirements and standards of performance to learners at the beginning of each course and apply equal and uniform performance evaluation and grading criteria to all learners.

Grade appeal only applies to the final course grade or final assessment grade.

Grades can be appealed on the basis of one or more of the following:

- If a learner believes that the final grade issued is based on instructor or clerical error, bias, capriciousness, arbitrariness, discrimination, harassment, personal malice or is not in alignment with established grading criteria in the approved course syllabus, the learner may lodge an appeal.
- Learners lodging a grade appeal application must submit a the Grade Appeal Request no later than 5 working days following the reporting of the final course grade.

### **Learner Complaints**

All University learners may raise complaints expressing their dissatisfaction in the delivery of academic, academic support or administrative services offered to them by HBMSU.

### **SAWTI page on Smart Campus.**

SAWTI shall be monitored on a daily basis, complaints and suggestions identified through SAWTI or any other mean are processed according to the Learner Complaint and Suggestion Procedure.

The University is committed to apply fair resolution to learners' complaints by considering all relevant evidences from all concerned parties, investigating root circumstances that caused the complaint, taking unbiased decisions and corrective actions.

Learners' complaints may be lodged against:

- Any member/s of university staff (full-time or part-time)
- Any division or department of the university
- Communications related to complaints and suggestions posted on the Swati system shall be communicated via Swati. Confidential information affecting individual learners, if any, may be communicated via email to the learners.

### **Learner Grievance**

A learner may pursue a grievance if he or she believes that a member of the university community has violated his or her rights through actions like:

- Alleged harassment discrimination on the basis of race, color, religion, sex, age, national origin, or disability.
- Problems arising in the relationship between a learner and any member of the university Community.
- Fair and consistent application of a policy affecting him or her has not been followed.
- Disciplinary committee decision.

**Grievance procedure does not apply to grading. Please refer to the previous section for grade appeals, except in the case of grievance against the Appeal Committee Decision.**

### **Informal Resolution**

Prior to invoking the procedures described below, learners are strongly encouraged to discuss his or her grievance with the person alleged to have caused the grievance. The discussion should be held within (10) calendar days from which the learner first became aware of the act or condition that is the basis of the grievance. The learner alternatively may wish to present his or her grievance in writing to the person alleged to have caused the grievance.



## Formal Resolution

If a learner decides not to present his or her grievance to the person alleged to have caused the grievance or if the learner is not satisfied with the response, s/he may present the grievance in writing to the Registrar. Any such written grievance must be received no later than 30 calendar days after the learner first became aware of the facts which gave rise to the grievance.

The Registrar shall conduct an informal investigation to resolve any factual disputes.

Whenever, the informal investigation was not successful to address the conflict, a fact-finding panel of no more than three persons shall conduct an investigation. The panel shall report the facts to the Grievance Committee. The Grievance Committee shall make its decision and shall inform all involved parties. The University Grievance Committee decision is irrevocable.

## Learners Council and Subcommittees

Hamdan Bin Mohammed Smart University encourages learners to play a major role in shaping their learning experience at the university. For that purpose, the University has introduced the Learners Council (LC) to serve a platform for expressing learners' opinions and to initiate them, moreover, a member from the LC is elected to represent the learners in the University Council

All HBMSU learners are considered as a voting member of the LC as long as she/he is enrolled in any program at the time of the election. It is expected that as a good citizen, a learner will participate and take an active role in the academic and social life of the University.

### Eligibility to Stand for Contest/ Election

To stand for the election for membership of the LC, any learner enrolled in any academic program is eligible:

- Must be registered in the University at the time of election.
- Have at least one year till graduation.
- Must be in a good academic standing as defined by the academic regulations of the University.
- Must adhere to the learner's code of conduct.
- Only UAE nationals are eligible for the LC president position.

## Learners Communities:

The Learners Council can also form learners' virtual communities for the purpose of advancing learner skills and making a difference ~~on-campus and~~ throughout the virtual community. Learners' virtual Communities can be formed for activities such as sports, cultural, public relationships, arts, services, social activities and technology enthusiasts and others.

## **Learners' Related Events**

The Learners Council along with the LRM Team organizes a variety of learners' virtual events for the benefit of enhancing the learner experience at HBMSU during the academic year.

Activities include HBMSU Annual Gathering ~~End of the Year gatherings~~, Community Events, National Day celebrations, extra-curricular and skills development workshops and a range of various social networking events.

All learners' related events are announced in the My Smart Hub section, News section and SAWTI of Smart Campus, including other communication channels.

## **HBMSU Alumni Association**

The Alumni Association is established to operate as a non-profit association under HBMSU. The purpose of the Association is to positively extend the alumni experience beyond graduation and foster a culture of mutual benefit. This is going to be achieved with alumni involvement towards the development of the alumni, learners, and the University. Engagement virtual activities will be carried out through knowledge creation and application in smart learning, quality management, entrepreneurship, and innovation.

### **Alumni Council**

The Alumni Council works with the LRM on a voluntary- basis to achieve Alumni Association's goals and purpose, through planned virtual activities, programs and projects.

To stand for the election for membership of the Council, alumni must be:

- Any Alumni member who completes any academic program or professional diplomas from HBMSU.
- Having a good conduct and academic history as defined by the academic regulations of the University.
- Only UAE nationals are eligible for the Alumni Council President position.
- The LRM responsibility is to ensure eligibility of the nominees before the final declaration.

## **Financial Policies and Tuition Fees**

## Programs Tuitions & Other Applicable Fees

The tuitions for the undergraduate programs and other applicable fees for the academic year 2020 - 2021 are depicted in the following tables:

Program Name	Fees
<b>School of Business and Quality Management – Undergraduate Programs</b>	
Bachelor of Business in Accounting	97,416
Bachelor in Business and Human Resource Management	102,168
Bachelor of Business and Quality Management	120,540
<b>School of Health &amp; Environmental Studies - Undergraduate Programs</b>	
Bachelor of Science in Health Administration	97,416
Diploma in Health Administration	47,520

## English Language Programs

Below is a list of the programs, the number of hours and the fees.

Program	Number of hours	Fees (VAT Inclusive)
Program 1	180	11,340
Program 2	150	9,450
Program 3	120	7,560
Program 4	90	5,670
Program 5	60	3,780

Please note that the above fees cover tuition and course material. Each level includes a 30 hours of IE LTS Exam Preparatory course.

## Academic Program Related Fees

Fees type	Fee (AED) VAT (Inclusive)	Notes
Admission Application	300	Non-Refundable
Admission Fees – Bachelor	500	Non-Refundable
Admission Fees – Master	1000	Non-Refundable
Admission Fees – Doctoral	2000	Non-Refundable
IELTS Test Fee	1200	Non-Refundable
Math Placement Test Fee	100	Non-Refundable
Transfer Credit Evaluation Fee	300	Non-Refundable
Change of Major Fee	200	Non-Refundable
Late Registration Fee	500	Non-Refundable
Incomplete Application Fee	100/Course	Non-Refundable
Grade Appeal Application Fee	100/Course	Non-Refundable
Post-dated Cheques Charges for Installment Plans	105	Non-Refundable per Cheque
Penalty for Returned Cheques	210	Non-Refundable
Official Transcript	52.50	Non-Refundable per copy
Attestation	210	Non-Refundable per each extra copy
Degree/Certificate	210	Non-Refundable per each extra copy
Services Fees for standard semesters (eBooks, Letters, Graduation Fee etc)	700	Non-Refundable
Services Fees for Summer semester (eBooks, Letters, Graduation Fee etc)	350	Non-Refundable
TOEFL Test Fee	700	Non-Refundable
Introduction to Quantitative Analysis	3,000	Non-Refundable
English Placement Test	157.50	Non-Refundable
Lost University ID	105	Non-Refundable
Unofficial Transcript	21	Non-Refundable
Letter Fee	52.50	Non-Refundable

Fees type	Fee (AED) VAT (Inclusive)	Notes
Gown for Graduation	525	Non-Refundable
MAP	5,000	Non-Refundable
International ESOL (IESOL)	6,195	Non-Refundable

## Scholarship and Financial Aid

Hamdan Bin Mohammed Smart University administers various and scholarship schemes and programs.

These schemes and programs are offered on merit and competitive bases to applicants to the university programs.

### Scholarships

#### ➤ H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum Scholarship

The H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum scholarship is awarded to 20 students who excel in their high schools and who are interested in pursuing further university studies at HBMSU. The 20 eligible students will be primarily selected based on their high school grades and meeting the entry requirements of HBMSU programs. Other terms and conditions may apply to the selection process.

#### ➤ OUTSTANDING LEARNERS

Scholarships and Grants schemes	Requirements	Entitlement
<b>Undergraduate</b> Newly admitted learners	Minimum High school grade point average of 90%.	20% of the tuition fee of the program for the first semester they are enrolled in (transferred learners are excluded from this discount).
<b>Undergraduate</b> Continuing learners	Minimum GPA of 3.60 out of 4.00; academic load is 15 C/hrs. minimum	15 % of the tuition fees for the following semester

➤ **Staff Scholarship**

All full-time staff member of HBMSU, who has successfully completed one-year full time contract of employment with HBMSU, shall be entitled to 20% scholarship, as long as the full-time member of staff is employed at HBMSU.

➤ **University Partner**

Hamdan Bin Mohammed Smart University has numerous agreements and MOUs with government, semi government and Private departments, civil and business organizations within UAE and the region. University Partners are entitled to a tuition remission of 10% of the tuition fees. The Learner shall apply for this scholarship and attach the required document at the beginning of fall semester

➤ **Sponsored Learners**

Learners can also be sponsored by government bodies, public and private organizations, or individuals. Such learners shall submit an official letter from their sponsor directed to the University Registrar, clarifying the conditions governing the sponsorship. However learner's sponsor, shall be able to receive an official transcript whenever requested or at the end of each semester.

The sponsored learners shall pay all fees not related to their tuition as per the sponsorship letter. In case the sponsor wishes to regret the sponsorship, the learner shall be responsible for any outstanding payment

## **General Conditions**

- All required documentation, if any, must be presented prior to the scholarship or grant being awarded as per the published deadlines.
- A learner cannot be granted more than one scheme at a time. In the case where a learner is eligible for more than one scheme, the one with the highest benefit to the learner will be applicable.
- Repeated Courses will not be covered by any of the above listed schemes. The cost related to repeated courses will be added to learners' financial statement three weeks from the start of each semester.
- Program based scholarships covers full program tuition fees within all semesters including summer, no other fees like e-Books/Books, MAP, or any other administrative fee are covered with those schemes.
- Semester based scholarships covers regular semesters and not including summer, no other fees like e-Books/Books, MAP, or any other administrative fee are covered with those schemes.

## Payment Channels

Payment for each semester is due immediately and fully upon courses enrolment, the total amount of fees to be paid depends on the number of credit hours the learner decides to take in that particular semester.

**Payment for courses and all other fees can be made via the following Payment Channels:**

### 1. Online (e-Payment):

Via the use of credit or debit cards through **Hamdan Bin Mohammed Smart University** secure payment gateways.

### 2. e-Wallet:

Learner can pay their tuition fees using their e-Wallet account through smart campus, to top up the e-Wallet account; kindly use one of the following channels:

#### (a) e-Wallet top-up using Emirates NBD Cash Deposit Machine:

- Learner to enter his/her learner ID and deposit the required amount.
- Minimum payment limit through this service is AED 100.
- Learner e-Wallet account will be updated at the same moment of payment.

#### (b) e-Wallet top-up using Emirates NBD Online Banking:

- Only available for Emirates NBD account holders.
- Learner to access Emirates NBD Online Banking through ([www.emiratesnbd.com](http://www.emiratesnbd.com)) and select **Hamdan Bin Mohamed Smart University**.
- Learner to enter his/her learner ID and deposit the required amount.
- Minimum payment limit through this service is AED 100.
- Learner e-Wallet account will be updated at the same moment of payment.

**For more information, please refer to:**

Smart Campus → Support → Knowledge Base → Manuals → Smart Campus → Finance → How to top-up eWallet using ENBD cash deposit machine / How to top-up eWallet using ENBD Online Banking

### 3. Current Dated Cheque:

Cheque to be issued in favor of **“Hamdan Bin Mohammed Smart University”** and should be deposited in the CHQ deposit machine placed within HBMSU premises immediately upon courses enrollment.



Penalty charges of AED 210 (VAT inclusive) will be added to the learner account in case of returned cheque for any reason.

**For more information, please refer to:**

Smart Campus → Support → Knowledge Base → Manuals → Smart Campus → Finance → How to successfully write a cheque / How to use HBMSU Cheque Deposit Machine

#### **4. Instalment plan:**

**Hamdan Bin Mohammed Smart University** offers the learner to pay each semester fees in installments through providing postdated cheques.

#### **Please note the following:**

- Finance Department at **HBMSU** will announce the payment and installment schedule via Smart Campus, before the registration.
- **1<sup>st</sup>** installment is due immediately upon courses enrolment and can be paid online through learner e-Wallet account, via credit card or by current dated cheque.
- **2<sup>nd</sup>** and **3<sup>rd</sup>** installments via postdated cheques as per the dates provided in the payment and installment schedule of each semester.
- All instalments should be completed together at the same time upon courses enrolment.
- Administration charges of AED 105 (VAT inclusive) will be charged to the learner account for each postdated cheque.
- Learner shall hold the full responsibility of addressing the bank CHQs and its entire contents.
- Penalty of AED 210 (VAT inclusive) will be charged in case of returned cheques for any reason.
- Late Registration Fees of AED 500 will be charged to learners who register courses after the add/drop period and upon registration approval.
- Cheques can't be replaced with Cash or any other payment method for any reason.
- Learners with any outstanding balances will have a Financial HOLD placed on their account.
- Learners who owe a balance to the University from a prior semester (because of returned cheques or because of any other reason) are not permitted to register for a subsequent semester until they clear the whole outstanding balance.
- Installment plan option is not applicable and not allowed in summer semesters.
- All terms and conditions of **HBMSU** are applied.

**For more information, please refer to:**

Smart Campus → Support → Knowledge Base → Manuals → Smart Campus → Finance → How to successfully write a cheque / How to use HBMSU Cheque Deposit Machine

## **5. Bank Transfer (ONLY for overseas Learners):**

Overseas learners can pay their fees online by credit card, or transfer fund to HBMSU bank account as per the following details:

<b>Bank name:</b>	Emirates NBD
<b>Branch:</b>	Main branch, Dubai – United Arab Emirates.
<b>Account name:</b>	Hamdan Bin Mohammed Smart University
<b>Account Number:</b>	101-22607463-01
<b>IBAN Number:</b>	AE170260001012260746301
<b>SWIFT Code:</b>	EBILAEAD
<b>Currency</b>	AED

Please email copy of the bank advice mentioning your name, ID, contact no & payment details to the email address: [Finance@HBMSU.ac.ae](mailto:Finance@HBMSU.ac.ae)

## **6. Demand Draft/ Manager Cheque (ONLY for overseas Learners):**

Manager Cheque to be issued in favor of “**Hamdan Bin Mohammed Smart University**” and to be cleared within Dubai - United Arab Emirates, and to be sent to finance division at Hamdan Bin Mohammed Smart University site address:

**Address:**

Dubai Academic City, Dubai, U.A.E.

P.O. Box: 71400, Dubai, UAE.

Telephone: +971 4 4241155

**Important Instruction:**

Please notify us upon sending the manager cheque mentioning your name, ID, contact no & payment details to the below email address:

Email: [Finance@hbmsu.ac.ae](mailto:Finance@hbmsu.ac.ae)

## **Learners' Services and Facilities**

HBMSU supports its mission and purpose by enrolling learners with diverse backgrounds and abilities, assisting them in reaching their full potential and providing them with adequate and appropriate resources, programs, services and support to optimize their educational experience and well-being.

HBMSU provides a wide range of quality support services and facilities appropriate and responsive to the needs of the diverse learner and alumni population. These services and facilities are customized to suit the nature of the blended delivery model.

**Following are the services and facilities provided by HBMSU to support the learners:**

### **Academic Advising**

Advising services at HBMSU are available through the Smart Advising system. Smart Advising facilitates learners' course selection and approves courses for registration while taking into account every learner's individual academic history, program completion and graduation requirements. Learners who wish to discuss their academic progress or career path have the option to contact an academic advisor in their school through different communication modes that are available to them in Smart Campus.

### **HBMSU Smart Library Services**

The HBMSU Smart Library put in the hands of learners, alumni, faculty members and admin staff an enriched collection of learning resources and research materials that can be accessible on the go 24/7 with ChatBot Support Service. In a blink, the HBMSU Smart Library Portal can return to online users with millions of OAR and subscribed electronic and digital resources, including books, journals, articles, and case studies, in addition to corporate documents that cover their reports and profiles. Also, The Smart Library provides the following smart services: Smart Reference Service, Smart Borrowing Service, Current Awareness, Inter-Library Loans ...etc. The Smart library regularly conducts physical & live information literacy sessions for learners on a multitude of topics on how to avoid plagiarism, how to use reference tools, and how to use different research techniques. Plus, offering orientation sessions for the new comers.

### **Learning Delivery Support**

The Learning Delivery Support unit is dedicated to providing computer-related technical support to all HBMSU learners. The kind of support provided includes, but is not limited to, access problems (such as

access to Blackboard, e-library, payment gateway, etc), logging to email, forgetting passwords, assistance in installing or downloading software.

The Learning Delivery Support unit provides technical assistance based on the following support model:

- **Phone Support** by calling +971 4 4241199. An IT specialist will work with the caller over the phone to resolve technical difficulties faced by him or her.
- **e-Mail Support** via email, all emails are to be addressed to [ITSupport@hbmsu.ac.ae](mailto:ITSupport@hbmsu.ac.ae), the email should specify the nature of the request and the date by which the requester would like his or her request to be answered.

## **Learner e-Mails**

Learners' e-Mail accounts are generated to all learners upon admission and after issuance of learner's ID. The purpose of activating learners email account is to allow learners to conduct collaborative work efforts and share information with their fellow learners and faculty members regardless of time and/or geographic boundaries. Because of this open freedom, and the possibility of conversing with individuals with whom you may have never met, learners should conduct themselves in an appropriate manner during their communications. This service is provided free-of-charge to the learners of Hamdan Bin Mohammed Smart University. Accounts are for individual use, and should not be loaned out to family or friends for any reason.

All official correspondence conducted via email to Learner should be sent to the University provided learner email account and no other private email accounts. Therefore, all learners are expected to check their email on a frequent and consistent basis in order to stay current with University related communications. Learners must ensure that there is sufficient space in their mailbox. Warning will be issued to the account when the mailbox will reach its maximum size. Accounts that reach their size limit will not be able to receive or send e-mails

The account creation does not require any action necessary by the learner; all accounts will have the same default password. Therefore, learners when they first log in need to change their passwords. Passwords will be required to be changed every 6 months.

HBMSU will have the right to follow up on learners not adhering to the acceptable use of the email as per code of conduct policy.

## **Innovative Learners' Support and Smart Learning Infrastructure**

HBMSU has developed and deployed a state-of-art Smart Learning environment to support its learners and faculty. Our Virtual Learning Environment (VLE) includes many innovative and integrated components such as Learning Management System, Virtual Classrooms, Smart Library, mobile services, social networking, etc. Furthermore, HBMSU has invested in developing an innovative learner-centric support infrastructure which provides learners with the technical training and support they need to benefit fully from our modern Smart Learning environment. Technical support and training is available both face to face and virtually online.

Furthermore, HBMSU has 4 fully equipped computer laboratories for learners, three of which are Windows based, and the forth is a Mac lab. The labs are further equipped with LCD projectors and sound systems.

## **e-Orientation Program**

The purpose of the e-orientation program is to introduce new learners to Hamdan Bin Mohammed Smart University, its policies and procedures, virtual learning environment and available services. Besides that, the e-orientation program prepares learners for a quantum transition from conventional learning to the virtual approaches of acquiring knowledge.

## **Skill Upgrading Workshops and Resources**

In line with the departmental mission of developing the overall personality of the learner, the Learner Relationship Management conducts numerous virtual workshops, training sessions, and lectures on variety of topics. The purpose of these virtual events is to enhance and improve learners' skills and competencies.

## **HBMSU Smart Campus**

HBMSU Smart Campus is the main platform through which learners access the various services and resources. It is a central hub of information for learners through which all important announcements and posting requests can be made. It supports communication tools which can be used to build learning communities to enhance communication among learners.

## Learners' Related Events

The LRM along with the LC organizes a variety of learners virtual 'events. These include: Competition events, social events, and celebrations, which include various activities involving learners, faculty and staff.

My Smart Hub is a platform on Smart Campus which enriches the learners experience through conducting virtual events, online competitions and interactive activities, as well as learning about new volunteer opportunities and enriching knowledge regarding health and lifestyle issues and topics.

## Career Services

- **Career Services:**
- The primary aim of the career services is to build bridges connecting learners, alumni, and fresh graduates with employers and career opportunities by providing a range of services through career planning, personal counseling and career advising services, career opportunities and placement services.
- **Career services include:**
- - Assisting prospective and new learners in clarifying their interests and skills (Self-Assessment Tests).
- - Familiarizing learners with career development resources.
- - Assisting learners in planning for a career.
- - Identifying internship and training opportunities for learners.
- - Assisting learners in acquiring the necessary skills to meet the market's requirements (i.e. time management, communication and interpersonal skills, etc.).
- - Finding employment opportunities for the Alumni.
- - Providing career advising and personal counseling.

## HBMSU Campus

The HBMSU new dedicated campus at the academic city accommodates 22 state of the art classrooms with seating capacities varying from 25 to 60, in addition to an auditorium with a capacity of more than a 190 seats. The university premises also include 3 computer labs and several meeting rooms in various locations of the campus. All classrooms are smart rooms featuring the use of technologies, such as smart boards, live streaming, wireless internet, etc.

## **Campus Timing and Security**

Learners are able to access the University campus during the official working hours which is from 8:00 AM to 3:00 PM when any administrative service is required.

Additionally, learners are able to access the other campus facilities at any time from 8:00AM up to 10:00 PM, after that time; learners are not allowed to stay in the University campus and the Security Guard will ensure that all learners leave by 10:00 PM.

The University enforces the security of the campus 24 hours; certain behaviors shall be strictly prohibited:

The learners are requested to provide the security guards any personal identification when required; the learners are expected to attend the campus with their university ID card.

The learners are responsible for their valuable personal items. In case of lost/found items, the Security Guards shall be responsible to report any lost and found items in the campus, and the learners are required to handle the lost/find items to the Security Guards.

The learners are required to follow the Security Guards directions in case of Emergency Evacuation to ensure their safety. The security guards have the right to withdraw any learners' ID in case of miss conduct.



## **Schools & Academic Programs**

## General Education Department

### Mission

“To create and nurture a smart learning environment that is characterized by its support for intellectual curiosity, life-long learning, and personal development.”

### Department Objectives

The purpose of the general education department is twofold:

1. To serve as an operational catalyst for administering and delivering general education courses across the undergraduate programs offered by the various schools of the university; and
2. To ensure delivery of well-rounded and broad-base knowledge that adequately prepares learners for advanced studies in their chosen areas of specialization.

### The specific objectives that the department strives to achieve are articulated as follows:

1. To create a learning environment that stimulates intellectual curiosity, fosters values of civic life, and promotes personal development and growth.
2. To contribute to the on-going efforts of other schools in terms of creating learner-centric academic activities and programs.
3. To collaborate with other entities and departments within the university to foster a culture that is geared towards a rewarding university experience and increasing learners' retention.
4. To prepare learners to be enlightened, well-educated citizens who can take systematic and scientific approaches to solving problems, and who can communicate effectively, reason cogently, and think critically.
5. To prepare learners to become active online learners with broad understanding of the concepts and approaches of smart learning.
6. To provide an environment in which learners are able to experience the benefits of moving beyond the knowledge boundaries of a single discipline and explore cross and interdisciplinary connections, and cross-cultural contexts.

## Program Learning Outcomes

In compliance with the requirements of the UAE Ministry of Education, the general education courses are an integral part of each of the Hamdan Bin Mohammed Smart University's (HBMSU) undergraduate programs. In order to be considered eligible for graduation in an undergraduate program, a learner must complete at least 33 credit hours of a general education curriculum. This credit hour load is equivalent to 11 courses or approximately 25-27% of the total credit hours required for graduation in an undergraduate program.

Learners, who have finished GE courses, should be able to:

- **K1:** Demonstrate comprehensive knowledge and understanding of basic principles and theoretical concepts in general education domains
- **K2:** Coherently analyze and synthesize a body of knowledge from different sources, creating new knowledge to suit various contexts
- **S1:** Apply an array of content specific and general skills and competencies necessary for success in the 21st century with special emphasis on innovation, critical and creative thinking, and information seeking skills
- **S2:** Utilize various ICT tools and methods to collect, evaluate, explain and present information in different disciplines
- **S3:** Communicate effectively in English and Arabic via proficient, articulate, and well-organized discourse, and reflecting a familiarity with United Arab Emirates cultural perspectives.
- **AR1:** Demonstrate autonomy, self-efficacy, high ethical standards, and responsibility through independent and group activities in different disciplines
- **SD1:** Self-evaluate their level of competence and their contributions in different activities in various disciplines, taking responsibility for seeking further practice and learning

## General Education Course Descriptions

Course Code	Course Name	Course Description
ENGL101	English I	This course takes learners through a process approach to writing. It prepares learners to write well-organized and accurate paragraphs and short compositions. The focus of this course is on grammar and paragraph writing skills
ENGL102	English II	In this advanced course, learners will develop academic writing competencies. It requires learners to read and respond to a variety of texts from different disciplines and to produce written reports or research papers demonstrating analytical and critical skills
ARAB101	Arabic Studies	يوفر المساق المقرر فرصة للطلاب الجامعي غير المتخصص لدراسة نصوص مختارة شعرا ونثرا، والتعرف على أساليب التعبير، والتدريب على تطبيقات لغوية ونحوية وبلاغية. ويتناول المساق أبوابا نحوية لا غنى عنها للطلاب الجامعي في الكتابة والحديث، مثل: أنواع الجمل، والإعراب والبناء؛ بالإضافة إلى قواعد أساسية في الإملاء وعلامات الترقيم. ويدرب الطالب على مهارات الكتابة المطلوبة والداعمة لدراسته من مثل كتابة التقارير، والرسائل الوظيفية على أنواعها، والتعميمات، والمخاطبات، والسير الذاتية والغيرية
ARAB102	Arabic As Foreign Language	This is a foundation course that focuses on the basic skills of Arabic speaking, writing, reading and listening. It also focuses on Arabic grammar and vocabulary. The course intends to arm non-Arabic speaking learners with working knowledge in this language
MATH001	Remedial Mathematics	This course deals with basic concepts of mathematics to provide learners with an insight into mathematical reasoning and its application. The course is intended for learners with limited mathematical background or preparation. It is a non-credit course and therefore upon completion of this course no credits will be counted towards total credit hours required for graduation in a particular undergraduate program.
MATH101	General Mathematics	General Mathematics is a comprehensive introduction to the concepts and applications of mathematics in a variety of disciplines. The course uses basic arithmetic and problem solving techniques and illustrates their use in a wide array of life and business situations. The course involves the study of basic functions: polynomial, rational, exponential, logarithmic, and trigonometric, real number system, equations and inequalities, graphing techniques, and applications of functions

STAT101	Introduction to Statistics	The course introduces learners to the basic concepts of statistics. It focuses on summary measures of central tendency and variability, tabular and graphical presentation of data, basic concepts of probability and probability distributions, and hypothesis testing. This course also explores the use of statistical methods as analytical tools for understanding and analyzing business problems and for supporting business decision-making.
COMP101	Introduction to IT	This course combines both the theory and application of computers in various environments. The course is also designed to address the basic technological skills and competencies necessary to succeed in online environments where learners are exposed to virtual learning environments, virtual classrooms and other smart applications supporting their learning. This is in addition to introducing learners to the basics of operating systems, MS Office applications, internet tools, and principles of computer security measures.
NATL101	Physical Sciences	This course is designed for non-science learners. It intends to give a general background on physical sciences and their contribution to modern life. The course covers a wide range of highly needed concepts and phenomena. These include: scientific observation and the process of measurement, basics of elementary mechanics, basics of electrical phenomena and electric devices, nature and propagation of light, energy (its sources and uses), and basics of environmental pollution.
SOCL101	Psychological Principles and Lifelong Learning Skills	This course introduces the strategies beginning and returning adult students need for successful lifelong learning by applying psychological principles. Theoretical and practical aspects of learning will be explored. Emphasis will be placed on self-directed learning, critical thinking, self-assessment, group skills, study skills, time management, stress management and other strategies necessary to support lifelong learning process in a modern world.
SOCL103	UAE Studies	This course aims to introduce the learners to the rich history, inherited traditions and deep-rooted values that are fundamental to the social structure of the UAE. It aims at acquainting learners with essential economic and social aspects that have been integral to the development of the Emirati society, as well as drawing attention to the significant role of UAE leaders in the empowerment of the Emirati women as part of the development process. The course also sheds light on UAE policies and future aspirations that

		foster its accelerated economic and societal growth and promote its global competitiveness.
ISLM101	Islamic Culture (Arabic)	يُطرح مساق الثقافة الإسلامية باللغة العربية ليتناول مفهوم الثقافة والفكر الإسلامي وخصائصه ومصادره، ويبرز التصور الإسلامي للكون والحياة والإنسان، ويعطي صورة إجمالية عن العقيدة والعبادة والأخلاق وأثرها في الحياة، مع العناية بالمنهج العلمي الإسلامي
ISLM102	Islamic Culture ( English)	This course, taught in English language, is an introduction to the Islamic history and culture. The course discusses the various pillars of Islam, faith in God, the Quran and the basic teachings of Islam. The course also includes the role of Islam in daily life and many contemporary issues
INEN301	Fundamentals of Innovation and Entrepreneurship	This course is a Stanford-informed approach to learning innovation and entrepreneurship that can be applied to any high-growth enterprise or other organization in the UAE. The course is composed of three modules: Design Thinking; Entrepreneurship; and Growth and Leadership. The focus of the first module is to learn about the creative mindset that enables innovation and entrepreneurship, and to get an overview of the design thinking process, which is a great toolkit for practicing innovation. The second module focuses on examining the importance of vision, mission and strategy; the “Lean Startup” methods in business models; the essentials of venture financing; and the essential elements of team and organizational development. The third module focuses on leading growing organizations, and concludes with a project that allows students to apply the lessons learned in class to better understand how entrepreneurship and innovation can play a role in their personal and career paths

## General Education Faculty Roster



**Dr. Mayada Moussa**

**General Education, Director**

Ph.D. in Public Health (Environmental Health), Alexandria University, 2010

Master in Public Health (Environmental Health), Alexandria University, 2005

Dr. Mayada Moussa is the Director of General Education as well as an Assistant Professor of Public Health affiliated to the School of Health and Environmental Studies at HBMSU. She has MPH and PhD from Alexandria University in Public Health, majoring Environmental Health.

She has been in the academic field of public health for over 10 years, teaching, supervising Master and PhD theses, developing programs and designing courses, and conducting research. She has worked on a variety of projects, including the investigation of the impacts of environmental risk factors on health and the environment, and the establishment of postgraduate programs and academic quality assurance units at Universities in Egypt, Oman and Sudan.

Dr. Mayada is a reviewer and editor for several Journals, among them the Public Health Journal, the Journal of the Egyptian Public Health Association, and the Journal of Family and Community Medicine; and she has served on the scientific and technical committees of several national and international conferences. Concerning General Education, Dr. Mayada is responsible for the management of GE courses, monitoring their progress and working with Associate Faculty to enhance the courses' effectiveness in preparing learners for their further studies at HBMSU and for seizing their roles as smart and conscientious professionals later on.

## School of Business and Quality Management

### School Vision:

To be a leading smart business school that shapes the education of the future by offering innovative solutions to life-long learners globally

### School Mission

We adopt a learner-centered approach to educate the leaders of the future by leveraging smart technologies and relying on practice-based methodologies. We aim to foster an entrepreneurial, innovation and quality mindset to enable our life-long learners to play a leadership role and make a positive impact in their communities and beyond.

### School Objectives

The School's key objectives are:

- To create a learning environment that encourages a spirit of critical inquiry and intellectual curiosity in relation to all disciplines offered by the school.
- To build on and strengthen our distinctive competencies in total quality management and its wider application.
- To set the highest standards of Smart Learning and to be responsive to society's needs.
- To search for, communicate and apply knowledge in disciplines relevant to the needs of the Middle East.
- To foster a mindset of innovation and entrepreneurship among our life-long learners.

## Bachelor of Business and Quality Management

### Total credit hours (123)

### Program Description

One of the reasons Total Quality Management (TQM) and excellence has become key to improving a company's business capabilities is because it focuses on encouraging a continuous flow of incremental improvements from the bottom of the organization's hierarchy to ensure customer satisfaction. The Bachelor of Business and Quality Management provided by Hamdan Bin Mohammed Smart University, the pioneer for



institutionalizing quality management principles in the region, will give you a broad and comprehensive perspective on business and all the models that affect organizations at the macro and micro levels.

The learner will gain the required knowledge and skills to take up management positions in various organizations where quality management is recognized to play a key role in driving organizational strategies.

**Accreditation:** This program has received full accreditation from the Ministry of Education in the UAE.

### Program Goals

PG.1 To enable learners to articulate, integrate and implement quality and best practice principles and utilize interpersonal, conceptual and technical skills in creative, socially responsible and ethical manner.

PG.2 To allow learners to develop an understanding of fundamentals of management, and the dynamics of inter-dependencies and value-oriented principles in a modern business context.

PG.3 To introduce and demonstrate process-oriented structures and systems and human relationships in managing modern organizational settings.

PG.4 To enable learners to critically examine the relevance and impact of management and quality concepts in different sectors of the economy.

### Program Outcomes

After completion of the program, graduates will be able to:

- PO1 Apply a wide range of business and quality concepts in organizations from different industry sectors.
- PO2 Appraise Quality Gurus contributions in the development of TQM thinking and its impact on global quality movement.
- PO3 Demonstrate technical, interpersonal skills and business expertise to assist them in their careers.
- PO4 Analyze different types of organizational structures and examine the role of quality systems to achieve business excellence.
- PO5 Compute and interpret financial data and appraise human resource management operations.

## General Education Requirement (33 CrdtHrs)

Course Code	Course Name
ENGL101	English I
ENGL102	English II
ARAB101	Arabic Studies *
ARAB102	Arabic As Foreign Language *
MATH001	Remedial Mathematics
MATH101	General Mathematics
STAT101	Introduction to Statistics
COMP101	Introduction to IT
NATL101	Physical Sciences
SOCL101	Psychological Principles and Lifelong Learning Skills
SOCL103	UAE Studies
ISLM101	Islamic Culture (Arabic) **
ISLM102	Islamic Culture ( English) **
INEN301	Fundamentals of Innovation and Entrepreneurship

\*Select one from the following:

- Arabic Studies
- Arabic As Foreign Language

\*\*Select one from the following:

- Islamic Culture (Arabic)
- Islamic Culture (English)

## Program Study Plan

Pre-Program			
Course code	Course Name	Credit hours	Pre-Requisites
MATH001	Remedial Mathematics	0	

Semester 1				
Course code	Course Name		Credit hours	Pre-Requisites
ARAB101	Arabic Studies	Select One	3	None
ARAB102	Arabic As Foreign Language			
ENGL101	English I		3	None
COMP101	Introduction to IT		3	None
NATL101	Physical Sciences		3	None
MATH101	General Mathematics		3	MATH001
ISLM101	Islamic Culture ( Arabic )	Select One	3	None
ISLM102	Islamic Culture ( English )			

Semester 2				
Course code	Course Name		Credit hours	Pre-Requisites
ENGL102	English II		3	ENGL101
STAT101	Introduction to Statistics		3	MATH101
SOCL101	Psychological Principles and Lifelong Learning Skills		3	None
MGMT110	Introduction to Management		3	None
SOCL103	UAE Studies		3	None

Semester 3				
Course code	Course Name		Credit hours	Pre-Requisites
BUSS201	English for Business		3	ENGL102
RESM301	Quantitative Methods		3	STAT101
MKTG201	Principles of Marketing		3	MGMT110 OR HRMT101
BUSS210	Business Ethics		3	MGMT110
ACCT201	Financial Accounting		3	None

Semester 4				
Course code	Course Name		Credit hours	Pre-Requisites
BUSS206	Business Communication		3	ENGL102
ECON201	Microeconomics		3	MATH101
ACCT202	Managerial Accounting		3	ACCT201
HRMT101	Introduction to HR Management		3	None

QLTY201	TQM Fundamentals	3	None
RESM250	Research Methods for Business	3	STAT101

Semester 5			
Course code	Course Name	Credit hours	Pre-Requisites
ECON202	Macroeconomics	3	ECON201
FINC204	Principles of Finance	3	ACCT201
QLTY302	Quality Gurus and their Philosophies	3	60 CrdtHrs AND QLTY201
MGMT405	Team Work	3	None
INEN301	Fundamentals of Innovation and Entrepreneurship	3	None

Semester 6			
Course code	Course Name	Credit hours	Pre-Requisites
QLTY405	Quality Management Tools & Techniques	3	QLTY201
PROJ301	Project Management	3	MGMT110
MISM301	Management Information System	3	COMP101
OPER308	Business Process Management	3	QLTY201
-	Elective 1	3	-

Semester 7			
Course code	Course Name	Credit hours	Pre-Requisites
ECON404	International Business	3	60 CrdtHrs
MGMT303	Organizational Behaviour	3	MGMT110 OR HRMT101
OPER307	Operations Management	3	STAT101
-	Elective 2	3	None
BUSS490	Internship <b>OR</b>	3	90 CrdtHrs
-	Elective 3		-
		Select One	

Semester 8			
Course code	Course Name	Credit hours	Pre-Requisites
QLTY480	Quality Systems	3	QLTY405
MGMT403	Business Strategies	3	90 CrdtHrs
QLTY407	Business Excellence	3	QLTY201
QLTY495	Capstone Project	3	90 CrdtHrs

Program Electives			
Course code	Course Name	Credit hours	Pre-Requisites
QLTY310	Quality Culture	3	60 CrdtHrs AND QLTY201
QLTY311	Continuous Improvement	3	60 CrdtHrs
QLTY412	Leadership in Quality	3	60 CrdtHrs
QLTY313	Quality Planning	3	60 CrdtHrs
QLTY410	Service Quality	3	60 CrdtHrs
MGMT315	Customer Care	3	45 CrdtHrs
BUSS401	Business and Society	3	60 CrdtHrs
BUSS316	Social Responsibility	3	60 CrdtHrs

## Bachelor of Business and Human Resource Management

### Total credit hours (129)

### Program Description

There is growing recognition that the quality of an organization's human resources plays a central role in today's competitive business environment.

The Bachelor of Business and Human Resource Management degree prepares graduates for a career in the specialized area of human resource as a generic professional field and provides them with a solid grounding in the functions of the human resources management. Its aim is to enhance and develop learners' competence and intellect to succeed in this increasingly competitive business environment

A strong foundation in the principles of business and their evolution is developed in early courses of years one and two of the program. This will provide learners with a fundamental understanding of traditional business functions and the processes that link them. Advanced courses such as Employment Law, Recruitment and Selection, Compensation, Training & Development, Labor Relations, Pension & Benefits

Plans, Applied HR Policies, Human Resource Planning, and International HR Management provide a more detailed examination of the functional areas of human resources management.

The HR graduate degree programs at HBMSU provide in-depth contextualization of Human Resource Management topics in the cultural and economic environments of the Middle East and North Africa region. For an overview of core units and electives you can study in this program, please see [study plan](#).

**Accreditation:** This program is accredited by the [UAE Ministry of Education's Commission for Academic Accreditation](#).

### Program Goals

The goals of the BBHRM undergraduate program are to produce graduates who:

- PG.1 Understand business concepts in key discipline areas such as management, accounting and finance, operations, quality management and marketing
- PG.2 Demonstrate HRM discipline-specific competencies as applied to local and global environments.
- PG.3 Communicate ideas clearly and logically in oral and written formats.
- PG.4 Critically evaluate ethical dilemmas that arise in business and develop appropriate solutions.
- PG.5 Appreciate the challenges and opportunities of leading and working in diverse teams and environments.
- PG.6 Critically evaluate business problems using appropriate analysis tools and technology.
- PG.7 Demonstrate autonomy and responsibility through independent work and taking responsibility for own future learning and professional development.

### Program Outcomes

After completion of the program, graduates will be able to:

- K1: Evaluate the contribution of human resources management to organizational effectiveness and to other key functions within the organization.
- K2: Devise HR strategies and policies related to staffing, compensation and benefits, employee performance management, and learning and development that are integrated with organizational goals.
- K3: Develop ethical human resource plans that are responsive to both current and future labor market conditions and strategies to evaluate their effectiveness.

- K4: Develop an understanding of the use of quantitative and/or qualitative analysis tools to solve HR issues.
- S1: Exhibit critical thinking skills and decision making capabilities by producing Human Resource plans and policies appropriate for organizations operating in the MENA region.
- S2: Integrate a range of effective communication skills using oral presentations, research and technical report writing.
- AR1: Perform work effectively either independently or as part of a team in a range of HR contexts.
- RC1: Undertake and successfully complete projects in HRM functional areas that require planning and organizing team activities from a diverse membership.
- SD1: Take responsibility for own future learning needs and professional development in new situations.*
- SD2: Contribute to the ethical standards in the work environment.*

### General Education Requirement (33 CrdtHrs)

Course Code	Course Name
ENGL101	English I
ENGL102	English II
ARAB101	Arabic Studies *
ARAB102	Arabic As Foreign Language *
MATH001	Remedial Mathematics
MATH101	General Mathematics
STAT101	Introduction to Statistics
COMP101	Introduction to IT
NATL101	Physical Sciences
SOCL101	Psychological Principles and Lifelong Learning Skills
SOCL103	UAE Studies
ISLM101	Islamic Culture (Arabic) **
ISLM102	Islamic Culture ( English) **
INEN301	Fundamentals of Innovation and Entrepreneurship

\*Select one from the following:

- Arabic Studies
- Arabic As Foreign Language

**\*\*Select one from the following:**

- Islamic Culture (Arabic)
- Islamic Culture (English)

## Program Study Plan

Pre-Program			
Course code	Course Name	Credit hours	Pre-Requisites
MATH001	Remedial Mathematics	0	-

Semester 1			
Course code	Course Name	Credit hours	Pre-Requisites
ENGL101	English I	3	None
ARAB101	Arabic Studies	3	None
ARAB102	Arabic As Foreign Language		
COMP101	Introduction to IT	3	None
MATH101	General Mathematics	3	MATH001
ISLM101	Islamic Culture ( Arabic )	3	None
ISLM102	Islamic Culture ( English )		
MGMT110	Introduction to Management	3	None

Semester 2			
Course code	Course Name	Credit hours	Pre-Requisites
ENGL102	English II	3	ENGL101
SOCL101	Psychological Principles and Lifelong Learning Skills	3	None
ACCT201	Financial Accounting	3	None
NATL101	Physical Sciences	3	None
HRMT101	Introduction to HR Management	3	None
STAT101	Introduction to Statistics	3	MATH101



Semester 3			
Course code	Course Name	Credit hours	Pre-Requisites
ECON201	Microeconomics	3	MATH101
FINC204	Principles of Finance	3	ACCT201
SOCL103	UAE Studies	3	None
HRMT202	Recruitment & Selection	3	HRMT101
HRMT204	Employment Law	3	HRMT101

Semester 4			
Course code	Course Name	Credit hours	Pre-Requisites
BUSS210	Business Ethics	3	MGMT110
ECON202	Macroeconomics	3	ECON201
HRMT230	HR Planning & Talent Management	3	HRMT101
MKTG201	Principles of Marketing	3	MGMT110 OR HRMT101
QLTY201	TQM Fundamentals	3	None
RESM301	Quantitative Methods	3	STAT101

Semester 5			
Course code	Course Name	Credit hours	Pre-Requisites
HRMT303	Training & Development	3	45 Credit Hrs
INEN301	Fundamentals of Innovation and Entrepreneurship	3	None
MGMT303	Organizational Behaviour	3	MGMT110 OR HRMT101
MGMT315	Customer Care	3	45 Credit Hrs
OPER307	Operations Management	3	STAT101

Semester 6			
Course code	Course Name	Credit hours	Pre-Requisites
HRMT302	Career Management	3	45 Credit Hrs
HRMT340	Performance Management	3	HRMT101
HRMT350	Compensation and Benefits Management	3	45 Credit Hrs
MISM301	Management Information System	3	COMP101
-	Elective 1	3	-

Semester 7			
Course code	Course Name	Credit hours	Pre-Requisites
HRMT318	Employee Relations	3	75 Credit Hrs
HRMT405	Applied HR Policies	3	75 Credit Hrs
HRMT406	International HR Management	3	75 Credit Hrs
BUSS490	Internship <b>OR</b>	3	75 Credit Hrs
	Elective 4		-
	Elective 2	3	-

Semester 8			
Course code	Course Name	Credit hours	Pre-Requisites
HRMT402	Pension Benefits and Plan	3	90 Credit Hrs
HRMT408	HR Analytics and Measurement	3	90 Credit Hrs
HRMT495	Capstone Project	3	90 Credit Hrs
MGMT403	Business Strategies	3	90 Credit Hrs
	Elective 3	3	-

Program Electives			
Course code	Course Name	Credit hours	Pre-Requisites
QLTY311	Continuous Improvement	3	None
MGMT405	Teamwork	3	None
PROJ201	Project Management	3	None
OPER308	Business Process Management	3	None
QLTY412	Leadership in Quality	3	None
RESM250	Research Methods for Business	3	STAT101
ACCT202	Managerial Accounting	3	ACCT201

## Bachelor of Business and Accounting

**Total credit hours (123)**

### Program Description

The Bachelor of Business and Accounting program prepares learners for careers in both in-house and public accounting, providing a solid grounding in the essentials of accounting and finance required to operate in public, private and social sector organizations. The program emphasizes the global importance of the accounting profession and prepares learners to manage financial transactions in multinational and global companies.

The first two years of the program offer a strong foundation in key business functions within the field of accountancy and the processes that link them. Advanced courses such as Financial Accounting, Cost accounting, Business Law, Auditing, and Taxation provide a more detailed examination of the functional areas of accounting practice. For an overview of core units and electives you can study on this course, please see the study plan.

**Accreditation:** This program is accredited by the UAE Ministry of Education's Commission for Academic Accreditation.

### Program Goals:

- PG.1 Develop the learners' analytical competencies to apply accounting procedures, principles, and methods to the measurement of the financial welfare of organizations.
- PG.2 Develop learners' awareness of the contemporary issues in accounting in the workplace, and the role of accounting in the local, national, and world economies.
- PG.3 Provide learners with the opportunity to critically and reflectively engage in, and expand their awareness of ethical issues in accounting, particularly questions of social responsibility and professional practice.
- PG.4 Develop learners' abilities to apply analytical, problem solving, decision making, oral and written communication, and information technology skills in the context of Accounting and Finance.
- PG.5 Provide learners with practical opportunities to develop and apply skills in electronic accounting.

## Program Outcomes

After completion of the program, graduates will be able to:

K1. Demonstrate knowledge of the essential business and accounting principles as applied to local and global environments.

K2. Recognize and match the appropriate International Financial Reporting Standard (IFRS) to different business contexts.

K3. Recognize the appropriate financial data required to produce various reports for stakeholders

K4. Explain the appropriate concepts and principles of auditing, assurance, and internal control systems suitable in different business situations.

S1. Use specialized accounting software and information technology systems to analyze accounting data and prepare reports for external and internal users

S2. Employ relevant information and internal reports to support enterprise decision making and strategy implementation. App R1 Revised BBA Goals and Outcomes

S3. Evaluate internal control processes, and the risk levels in planning audit activities.

S4. Demonstrate effective oral and written communication and information technology skills in accounting and other business contexts.

RIC1. Take responsibility for leading and participating in auditing teams and committees.

SD1. Demonstrate responsibility towards, and develop awareness of, future learning opportunities and professional development.

AR1. Demonstrate ability to work both independently and in teams, and evaluate and function effectively in novel situations.

## General Education Requirement (33 CrdtHrs)

Course Code	Course Name
ENGL101	English I
ENGL102	English II
ARAB101	Arabic Studies *
ARAB102	Arabic As Foreign Language *
MATH001	Remedial Mathematics
MATH101	General Mathematics
STAT101	Introduction to Statistics

COMP101	Introduction to IT
NATL101	Physical Sciences
SOCL101	Psychological Principles and Lifelong Learning Skills
SOCL103	UAE Studies
ISLM101	Islamic Culture (Arabic) **
ISLM102	Islamic Culture ( English) **
INEN301	Fundamentals of Innovation and Entrepreneurship

\*Select one from the following:

- Arabic Studies
- Arabic As Foreign Language

\*\*Select one from the following:

- Islamic Culture (Arabic)
- Islamic Culture (English)

### Program Study Plan

Pre-Program			
Course code	Course Name	Credit hours	Pre-Requisites
MATH001	Remedial Mathematics	0	-

Semester 1				
Course code	Course Name		Credit hours	Pre-Requisites
ENGL101	English I		3	None
ARAB101	Arabic Studies	Select One	3	None
ARAB102	Arabic As Foreign Language			
COMP101	Introduction to IT		3	None
MATH101	General Mathematics		3	MATH001
ISLM101	Islamic Culture ( Arabic )	Select One	3	None
ISLM102	Islamic Culture ( English )			
HRMT101	Introduction to Human Resources Management		3	None

Semester 2			
Course code	Course Name	Credit hours	Pre-Requisites
ENGL102	English II	3	ENGL101
SOCL101	Psychological Principles and Lifelong Learning Skills	3	None
ACCT201	Financial Accounting	3	None
ECON201	Microeconomics	3	MATH101
STAT101	Introduction to Statistics	3	MATH101

Semester 3			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT202	Managerial Accounting	3	ACCT201
BUSS201	English for Business	3	ENGL102
ECON202	Macroeconomics	3	ECON201
NATL101	Physical Sciences	3	None
SOCL103	UAE Studies	3	None

Semester 4			
Course code	Course Name	Credit hours	Pre-Requisites
BUSS206	Business Communication	3	ENGL 102
FINC204	Principles of Finance	3	ACCT 201
MKTG201	Principles of Marketing	3	None
QLTY201	TQM Fundamentals	3	None
RESM250	Research Methods for Business	3	None

Semester 5			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT301	Intermediate Accounting I	3	ACCT201
MGMT303	Organizational Behaviour	3	MGMT110 OR HRMT101
MISM301	Management Information Systems	3	COMP101
OPER307	Operations Management	3	MGMT110 & STAT101
RESM301	Quantitative Methods	3	STAT101

Semester 6			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT302	Intermediate Accounting II	3	ACCT301
ACCT320	Cost Accounting	3	ACCT202
ACCT455	Taxation	3	ACCT301
INEN301	Fundamentals of Innovation and Entrepreneurship	3	None
BUSS301	Legal and Ethical Environment of Business	3	MGMT110
-	Elective 1	3	None

Semester 7			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT450	International Accounting	3	ACCT301 & ACCT302
ACCT465	Auditing I	3	ACCT201
ACCT402	Advanced Financial Accounting	3	ACCT302
ACCT350	Accounting Information System	3	MISM301
-	Elective 2	3	-

Semester 8			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT475	Auditing II	3	ACCT465
BUSS490	Internship, <u>OR</u>	3	90 Credit Hrs
	Elective 3		-
MGMT403	Business Strategies	3	60 Credit Hrs
	Elective 4	3	-

Program Electives			
Course code	Course Name	Credit hours	Pre-Requisites
MGMT405	Teamwork	3	None
ECON303	Money and Banking	3	ECON 202 & FINC 204
FINC306	Financial Institution Management	3	ECON 202
HRMT402	Pensions, Benefits and Plans	3	HRMT101
HRMT340	Performance Management	3	HRMT101
QLTY407	Business Excellence	3	QLTY201

## School of Business and Quality Management Course Descriptions

Course Code	Course Name	Course Description
ACCT201	Financial Accounting.	Financial Accounting is the measurement of economic activity in order to convey financial results to parties interested in the financial status of the organization. Financial statements are a key product of this measurement process and an important component of firms' financial reporting activity. As this is a general course, the main goal is not to train learners to become accountants, but rather, to train them to be well-informed users of information in financial statements. Decision making is an integral part of the management process, and using financial information to support decision making will yield educated and well-informed decisions. Understanding financial terminology, supports the learners –not only- with financial topics, but also with other courses as it adds another dimension to the knowledge they will acquire in these courses.
ACCT202	Managerial Accounting	Management in most if not all types of organizations is better equipped to perform their tasks when they have a reasonable grasp of accounting information. Decision making and taking is the core of efficient management processes that heavily depends upon useful accounting information. This type of information will be provided through management accounting system, which refers to accounting information developed for decision makers within organizations.
ACCT301	Intermediate Accounting I	This course expands the analysis of financial accounting and reporting beyond principles of accounting and financial accounting. It explores advanced financial accounting and reporting issues including share capital, reserve, revenue, impairment of assets, leases, provisions, contingent liabilities and contingent assets, disclosure as well as the presentation of financial reporting in more depth.



ACCT302	Intermediate Accounting II	<p>This course expands upon the underlying framework and concepts of Financial Accounting in the context of how accounting fits into the overall business environment of contemporary society. This course is the second in a two-course sequence of Intermediate Accounting. It provides a comprehensive review of the accounting process that was initially discussed in Financial Accounting and expanded on in the first course of this Intermediate Accounting sequence. Student will study the conceptual basis of accounting. Students will also deepen their understanding of the preparation and understanding of classified financial statements and related information and apply analytical tools in making both business and financial decisions. The course covers advanced financial accounting issues including: acquisition and disposition of property, plant and equipment, depreciation, impairment and depletion, liabilities, contingencies, stockholders' equity, dilutive securities, earnings per share and statement of cash flows. Students will learn how to apply some of the many accounting and economic concepts they have learned to the analysis of a company's financial position and performance as shown in published information, primarily focusing on financial statements. The aim is to demonstrate the role of financial accounting as means to resolve conflicts internally as well amongst the contracting parties.</p>
ACCT320	Cost Accounting	<p>Cost Accounting focuses on the methods and techniques used by accountants for product costing, cost control, and providing financial information for managerial decision-making. It discusses topics include cost accounting concepts, procedures, methods, and techniques used for personnel, production, factory overhead costs, inventory, work-in-progress, allocation of service department costs, job orders, process, joint and by-product costing, cost control, and standard costing.</p>
ACCT321	Advanced Managerial Accounting	<p>The course expands learners' knowledge beyond basic accounting and management accounting. It is intended to broaden their existing management accounting in advanced costing and quantitative techniques and integrating Theories of Organizational Behavior, Strategic Management and Organizational Theory to Management Accounting,</p>
ACCT350	Accounting Information System	<p>The course provides an in-depth knowledge and understanding of the application of information systems to the accounting environment. The focus of the course is on developing learner's abilities to understand the processing of accounting data in the electronic environment. The other topics include internal controls, systems analysis, (and)* systems design and systems implementation</p>

ACCT360	Financial Statement Analysis	The course introduces the techniques to the analysis of financial information and the use of financial statement in business valuation. The course applies the techniques of financial information analysis to specific areas of business analysis that are commonly met in practice. The subject explores the varied sources of financial information used in developing financial analyses of firms.
ACCT420	Accounting for Not-for-Profit Organizations	This course examines the role of accounting and financial reporting in governmental and not-for-profit entities. This provides an introduction to the use of accounting information in the management of these organizations.
ACCT450	International Accounting	This course examines comparative accounting practices and technical problems in international accounting. The course is designed to explore the concepts, principles, and practices underlying comparative international accounting as well as accounting issues faced by multinational companies. This course provides an in-depth study of international accounting issues, differences between national accounting systems and accounting practices applied in multinational companies. This course equips students with important tools necessary to reflect upon international accounting, and address the three broad areas of multinational corporate accounting: measurement, disclosure and audit. The course aims to explore how national cultures and diversity can impact on the development of accounting system in different countries and region. Also it aims to develop learners' skill in making use of accounting information from foreign sources for decision-making purposes, and to prepare them to successfully manage typical accounting problems that arise in the current international business activities of a corporation.
ACCT460	Auditing Theory and Practice	This course introduces the learners to the world of financial statements auditing. It establishes the basic knowledge of the auditing profession and environment. Furthermore, this course familiarizes the learners with the "Generally Accepted Auditing Practices" that have to be utilized while conducting an audit. Finally, Auditing Theory and Practice trains the learners on the reporting and attestation steps in the auditing assignment
ACCT470	Special Topics in Accounting	This course examines a wide array of issues of current concern to both the accounting profession and users of accounting information in the Arab world. The course coverage includes the cultural and religious influences on accounting, disclosure and transparency and the important issue of corporate governance in the Middle East. The topics covered will change from time to time to reflect current issues relating to accounting and which concern both the accounting profession and the users of accounting information in the Arab world <i>spelling mistake</i>

ACCT495	Capstone Project	The course enables learners to apply broad knowledge of the management profession by undertaking a research-led project. This self directed study engage learners in hands-on activities and expose them to the cutting-edge management practice in their chosen topic specific to the key themes of the program. The course provides learners with an opportunity to apply previous knowledge and skills gained throughout the program in a “real-world” business situation. Major concepts and applied skills are incorporated and developed within the context of Program specific themes and learner’s current or prospective business focus.
BUSS201	English for Business	This course is a distinctive Business English course. Drawing on the extensive media asset, it offers a highly authoritative and flexible range of material for business English learners. It covers methods of communication for business situations, emphasis on writing for business, effective presentations, and other communicative strategies for business.
BUSS206	Business Communication	Business Communications emphasizes correct business procedures, English, and psychology as they are related to business letters, reports, and other forms of official communication. The course is an introduction to the interpersonal communication process through appropriate communications technology with applications for business organizations. Reflective and critical aspects of communications will be examined.
BUSS210	Business Ethics	The general purpose of this course is to provide an introduction to ethical decision making in business. The focus will be on ethical decision making and business ethical issues at individual, organizational, and societal levels. Dilemmas, real life situations, and cases will provide an opportunity for learners to use course concepts to address ethical issues in real life. The course emphasizes critical thinking and informed decision making about ethical action.
BUSS316	Social Responsibility	The course is designed to examine the social and legal environment in which business is transacted. Social responsibility can be studied from different perspectives, such as law and the legal system; government regulation; contracts; product liability; forms of business organizations; employment discrimination; environmental law; and business ethics. However, the importance will be given to tacit understanding related to moral, social and ethical aspects that are not written in legal and contractual documents that will shape the cultural norms of an organization to conduct its daily business. The main aim is to develop professionals to demonstrate social responsible behaviour in all aspects of their business management, business dealings and transactions.

BUSS401	Business and Society	<p>The relationship between business organizations and their ethical and social dimensions is becoming more multifarious, particularly as society has become increasingly concerned with various issues which have significantly altered nature of strategic decision making in businesses. This course will evaluate these developments and review the problems facing business and society. In addition, it will examine the principle concepts related to ethics and business activity. To fully understand the scope of such important issues a framework for studying social responsibility, the concept of stakeholders and their role for today's businesses, corporate governance as a fundamental aspect of social responsibility, the complex relationship between business and government, business ethics and ethical decision making, strategic approaches to improving ethical behavior, employee-employer relationships and consumerism are studied. Society's needs and corporate priorities are analyzed in light of making recommendations to improve quality of life</p>
BUSS404	Business Law	<p>Businesses operate within a quite complex legal environment. To become an effective business leader or business owner, you need to understand that environment. Thus this course is designed to introduce the important concepts of torts, contracts, agency, and business structures. Law becomes most meaningful when it is understood as the product of man striving for justice. We will focus on employment law, negligence, intellectual property, product liability, and many more critical legal issues that are common in the business world.</p>
BUSS411	Advanced Business Law	<p>Global businesses operate in complex legal and transaction environments. The recent economic downturn demand companies to be more diligent about the financial health of partner companies, and be prepared to tackle issues with regard to non-performance, defaulting financial obligations and bankruptcy. Building upon the compulsory course in Business Law, this course introduces advanced topics dealing with company law; partnership law; agency law; law concerning sale and supply of goods; bankruptcy; securities regulation; secured transactions and employment rights that are recognized as important issues in the business world.</p>
BUSS490	Internship	<p>This course seeks to expose the learners to real life situations in the areas of business and quality management practice. This self-directed project involves a hand-on practice that engages learners in a real-world project of their choice in an organization where they would be required to apply relevant knowledge and appreciate relevant practice. After successfully completing the internship and practicum program, learners would demonstrate knowledge, skills and practices in business and quality management.</p>

ECON201	Microeconomics	This course is an introduction to the concepts and tools of Microeconomic analysis. It is concerned with the interactions of consumers and producers in a free market economy. The supply and demand model is explained and used to illustrate the efficient allocation of scarce resources. Different aspects of perfectly competitive as well as monopolistic markets are discussed
ECON202	Macroeconomics	This is an introductory course in macroeconomics. The course provides a sufficient understanding of the definition and determinants of aggregate variables in the economy. Learners will be introduced to economic models that are designed to explain certain macroeconomic phenomena and problems such as growth, output, unemployment, and inflation. It discusses the strengths and weaknesses of different government policies in influencing the overall economy.
ECON303	Money and Banking	This course teaches learners about the financial systems, focusing on banking, and of the interaction between financial systems and the macro-economy. Topics covered include the nature and functions of money, banking history, interest rate determination, commercial banking, the money supply process, Foreign exchange rates, the Federal Reserve system and how it operates, monetary policy and inflation
ECON307	Managerial Economics	This is an elective course surveys important economic theories and deals with the application of basic economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions, forecasting and decision making under uncertainty
ECON319	Labor Market Economics	This course analyses economic models that explain how wages and levels of employment are determined and describes various important factors that affect labor market outcomes. It explains differences in wages across individuals may occur. The basic models are extended to analyze how and why labor market outcomes differ across groups and over time, in particular in terms of the increased inequality of wages among male and female workers. Issues related to labor migration and its impact on regional growth is examined. Finally, the effect of collective bargaining and government intervention in labor markets are also discussed.
ECON404	International Business	This course focuses on the management of business across national borders. Topics to be covered include the characteristics of international companies, theories of international trade and investment, cultural, social, economic, political and financial environments of international firms as well as the international dimension of the basic enterprise functions such as finance, production, marketing and personnel.

FINC204	Principles of Finance	The course is designed to provide learners with basic understanding of the essentials of financial decision-making. Emphasis is given to the underlying principles of corporate finance leading to effective decision making by financial managers; one of their role is to maximize shareholders' wealth. In essence, the course covers a number of topics related to investment and financing decisions
FINC306	Financial Institution Management	This course is designed to provide learners with the macro financial environment with emphasis on the structure, functions, and economic role of financial institutions and markets. This includes the role of commercial banks, the central banking system and international finance.
FINC408	International Trade and Finance	The student studies topics in international Trade & finance. The course is designed to help students understand the fundamental principles or economic theories of international trade and finance, and the effects of various international economic policies on domestic and world welfare. In addition, the course will highlight sources of comparative advantage, gains and losses from trade, the impact of trade on economic growth, and effects of trade policy interventions such as tariffs, quotas, VERs, etc. International agreements on regional trade liberalization (such as NAFTA) and on multilateral trade liberalization (e.g., WTO) will be also discussed. Topics on international finance will include balance of payments, determination of foreign exchange rates, and international monetary system. Furthermore, the course will help students learn to analyze and critically evaluate economic policies and issues in this field.
HRMT101	Introduction to HR Management	This course provides an introductory overview of the field of human resource management (HRM) with an emphasis on the strategic role of HRM in organizations . The unit emphasizes the nature of the generalist practitioner rather than the specialist and develops a holistic approach to the integration of HRM activities and strategies with those of the organization as a whole. It covers the functional processes of planning for recruiting, selecting, training, developing, appraising, rewarding and retaining of people at work. In addition, it also explores topics as labor flexibility, talent management and international human resource management..
HRMT202	Recruitment & Selection	This course is designed to improve learners' knowledge and skills by drawing on the latest methods and 'best practices' relating to job analysis and design, recruitment, selection, and induction of a promising and effective workforce for attaining the goals of an organization in a competitive business environment. This course will help learners develop frameworks for making sound recruitment decisions; analyze labor market situations; develop plans to monitor, improve, and practice their recruitment and selection skills; and more effectively learn the right lessons from case studies.

HRMT204	Employment Law	<p>Employment Law is a broad area including all areas of the employer/employee relationship except the negotiation process covered by labor law and collective bargaining. Many employment laws (e.g., minimum wage regulations, employee discrimination) were enacted as protective labor legislation. Other employment laws take the form of public insurance, such as unemployment compensation. The course considers claims for wrongful dismissal, unfair dismissal and statutory redundancy. Also covered are the statutory rights of individual employees such as protection from different forms of discrimination and the provision of family-friendly rights. Employment law in the UAE and its impact on the growth of this dynamic area is also considered.</p>
HRMT230	HR Planning & Talent Management	<p>This course examines the importance of human resources role as an equal business partner with other departments within the organization in the strategic planning process. It examines how human resources respond to different organizational strategies with different human resources management policies, practices and philosophies. This course includes applied, as well as theoretical work</p>
HRMT302	Career Management	<p>This course views career management as a process by which individuals can make informed decisions regarding their work life, from career development to choosing a major, deciding on occupations, learning about resumes, interviewing, and job search strategies. It examines the conditions under which career goal setting contributes to effective career management, and provides learners with an opportunity to develop the necessary skills to engage in life/career planning.</p>
HRMT303	Training & Development	<p>During the course learners will be given the opportunity to develop a broad view of the complex and contesting issues that confront designing systems of learning within organizations. The unit introduces you to the basic concepts and theories of workplace learning and asks you to apply some of these concepts to simulated training delivery and to your own workplace projects. This unit encourages learners to construct their own concepts of workplace learning, and examine the skills involved in managing learning at work. It prepares managers to contribute to development programs or perform training roles in private, public or not-for-profit organizations. You will complete the unit by constructing learning program and experiencing program delivery.</p> <p>While this plan outlines the broad scope of this unit, the specific student needs of each class will be used to customize the emphasis placed upon the diverse content within this unit.</p>

HRMT318	Employee Relations	<p>This course constitutes a key element of managing human resources and focuses on developing and maintaining effective working relationships between employees and employer. The nature of such relationship has implications for employee productivity, job satisfaction, and organization's performance.</p> <p>Throughout the course, special consideration is given to the conflicts inherent in the employee-employer relationship and the processes used to resolve these conflicts and effectively manage the relationship. The course provides learners the knowledge and ability to not only adhere to organizational policies and labor law but also understand the structure of unions and the collective bargaining process and focus on employee development and retention.</p>
HRMT340	Performance Management	<p>This course explores HR performance management (PM) in organizations. It provides an overview of employee PM as a continuous process and discusses the process of identifying, measuring, and developing the performance of individuals and teams. This course will especially emphasize on the linkages between Performance Management and other human resource management functions such as recruitment &amp; selection, training &amp; development, HR planning, and compensation management.</p>
HRMT350	Compensation and Benefits Management	<p>This course focuses on managing employee compensation in organizations. Through conducting case studies and project, learners will acquire essential knowledge and skills needed to develop effective compensation systems in the UAE and multinational organizations.</p>
HRMT401	Occupational Health and Safety	<p>In this course learners will be introduced to the fundamentals of occupational health and safety. The course will provide learners with the essential Knowledge, principles and skills that helps them to assess, suggest suitable control measures for work place hazards.</p>
HRMT402	Pension Benefits and Plan	<p>This course highlights relevant pension issues facing all those planning for retirement. Such issues include income planning, social security, healthcare, insurance, housing and power of attorney, among others. Pension benefits are reviewed and discussed as they are relevant in the context of retirement strategy of employees.</p>
HRMT405	Applied HR Policies	<p>This course is designed to expose students to a wide range of human resources issues and policies in many different work environments. Students will research and develop strategies, policies and procedures essential to effective HR management. Knowledge of several specific functional areas will enable students to link and integrate common strategies within a particular workplace, based on their research of best practices. Particular emphasis will be placed on the importance of diversity as a consideration within several policy areas</p>



HRMT406	International HR Management	The course focuses on providing an in-depth understanding of the core aspects of HRM in the international context. The course focuses on diffusion of international HRM in multinational corporations, expatriation and repatriation management, and international aspects of the core Human Resource Management issues such as recruitment and selection, compensation and reward, training and development and performance management.
HRMT408	HR Analytics and Measurement	The overall objective of this course is to familiarize the students with the concept of data analytics and its applicability in a business environment. It enables you to gain knowledge about how to quantify, measure, and report the value of human capital within organizations. Various measurement tools and research concepts will be discussed throughout the course.
HRMT417	Special Topics in HRM	The specific emphasis in this course will vary depending on the contemporary issues surrounding the topics in Human Resources Management that will be the focus of the course. Some of the HRM topics, each of which would form the basis for a special topic are: Emiratization strategy, recruitment and selection, human resources planning, performance appraisal, compensation and benefits, and training and development. It is a supervised research project that provides learners with the opportunity to undertake independent research in a specific area of interest to them.
HRMT495	Capstone Project	This course is included in the HR Curriculum to train the students on undertaking scientific research, to bridge the gap between theory and practice in the industry and prepare the graduating students for future postgraduate studies. The research project is chosen in the area of Human Resource Management (HRM) and preferably conducted in the organization where the student is currently working. The students choose an appropriate research project on their own, justify the research problem, develop the research objectives , conduct literature review, work out the research methodology, collect the data, analyze it using either quantitative or qualitative techniques, and write-up the research findings as a formal report.
MGMT110	Introduction to Management	This course introduces management functions including planning, organizing, staffing/human resources, leading/interpersonal influence and controlling in domestic, international, multi-national, global, and multi-domestic spheres. The course gives insights on organizational environment, decision-making process, business ethics and social responsibility.

MGMT203	Organizational Consulting	This course is designed to expose learners to the dynamics of organizational consultancy. Management consultants are organizational change agents and are expected to provide invaluable advice to organizations in a dynamic environment. This course will help learners understand and appreciate that modern organizations have benefited immensely from outside help from consultants who have asked for uncomfortable reports and given painful reports. Professional organizations have found the pain bearable and have been able to convert it into opportunities for self-renewal.
MGMT303	Organizational Behaviour	The course includes several topics on the nature of human behavior in public, private and not-for-profit organization. It discusses in details the various theories of motivation, theories of leadership, power and authority, strategies of organization design and change, teamwork and collaboration, decision making, conflict resolution and negotiation management, and the measurement of organization effectiveness. Interaction amongst people within and outside organizations is characterized by complex human dynamics. This course is designed to help learners study these very interesting complexities by both; standing back and considering these dynamics; and by directly experiencing these dynamics through course activities.
MGMT315	Customer Care	The course covers several key aspects related to customer care. In contemporary business environment, it is considered that by focusing on customer satisfaction, loyalty and retention, an organization can carve a niche and survive and grow profitably. By developing a customer care program through a careful analysis of customer needs and wants, a firm can of course become market oriented. The course seeks to examine the evolution and conceptual framework of customer care and market orientation through a well-crafted customer centric approach.
MGMT403	Business Strategies	This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It provides learners with a strategic planning framework emphasizing the analysis of the internal and the external environments of the organization, strategy formulation, strategy implementation and monitoring and evaluation.

MGMT405	Team Work	<p>The course is designed to introduce essential theories for understanding, analysing and managing teams. It defines the various types of teams, explores key components that form a team and highlights key factors that influence each individual working in a team and that create an effective group.</p> <p>The course also presents the problem solving tools and techniques used by different groups across an organization. To enhance learners' understanding of the subject, learners will study team management through reading and discussing cases, online material, learning and implementing techniques to build and sustain teams. Overall the course will enable learners to apply the skills and knowledge they have learned to a real-world team</p>
MISM301	Management Information System	<p>It is vital that future managers in every area of business have a working knowledge of modern IT, practical experience in its use, and management perspective on how IT is used in organizations. This course deals with the concepts and nature of information systems in general and management information systems (MIS) in particular. Thus, it places a major emphasis on information systems in organizations, database management systems, decision support systems and knowledge management. It also includes an understanding of the value of information systems as well as aspects related to the management of global information systems.</p>
MISM409	Enterprise Resource Planning	<p>This course covers an important topic of managing supply chain and value chains in a virtual, electronic and internet based environment which requires real time response, agile and customized approaches of serving and fulfilling customer needs. The course will discuss the origins and definitions of Enterprise Resource Planning (ERP) as a way of managing supply chains with IT enabled principles and approaches. In addition to closely analysing the various key factors that impact on the effective implementation of ERP systems or otherwise, the course will look at extended ERP systems that will cover wider aspects than just supply chain ones, to include for instance Customer Relationship Management (CRM) issues.</p>
MKTG201	Principles of Marketing	<p>This course exposes learners to the principles of marketing concepts and provides insights into how these concepts are applied by organizations regionally and internationally. This course is designed to provide learners with an overview of basic marketing theory and to expose learners to the elements of marketing practice through topics such as consumer behavior, developing marketing goods and services, pricing, distribution, and promotion. This course also devotes particular attention to analyzing consumer needs, and market segmentation. This interesting course utilizes brainstorming sessions and group forums to discuss marketing-related matters and find solutions for many customer-related problems</p>

MKTG301	Consumer Behavior	This course focuses on the theoretical advances that have been made in the area of consumer behavior and their implications for marketing decisions. The course will include evidence and case studies from various parts of the world.
MKTG302	E-Commerce	In the contemporary world characterized by emerging digital trends, the focus of strategy is on e-solutions for marketing management. Customer satisfaction must of course drive these solutions. An important potential direction for marketing managers is to find a way of making e-commerce really customer-oriented. This course focuses on e-commerce concepts and issues that are interesting for marketing professionals seeking to satisfy customers.
MKTG330	Marketing Communications	The success of any marketing program depends, to a great extent, on the effectiveness of marketing communications strategy. This course will expose the learners to the concepts and techniques in the area of marketing communications.
MKTG360	Customer Relationship Management	The universal acceptance of CRM is helping businesses to successfully implement strategies aimed at with retaining customers. It is also helping businesses shift from a short-term transaction-based approach to a la long-term relationship strategy. This course basically focuses on the growing importance of CRM and use of Internet technologies for the effective management of relationships with individual customers. Coverage includes strategic aspects of CRM in the information technology era.
MKTG370	Advertising and Promotion	Advertising and sales promotion have come to play an important role in the marketing world. This course focuses on principles and practices related to advertising and sales promotion. It provides a managerial perspective of advertising and sales promotion and their function as important elements of integrated marketing communications and the marketing process.
MKTG380	Personal Selling	Personal selling skills are indeed invaluable for marketing professionals, particularly in the UAE. This course will focus on interpersonal skills and provide an understanding of the process of personal selling.
MKTG410	Marketing Channels	This course explains how to design, develop, maintain and manage channels of distribution for achieving the strategic objectives of business. The course is based on theory and case studies related to marketing channels.
MKTG425	Sales Management	This course emphasizes the analysis of sales data and management of sales force. It focuses on issues and strategies related to sales management in a competitive environment. Special emphasis is placed on developing an effective sales force program, managing strategic account relationships and team building.

MKTG430	Services Marketing	The services sector has come to occupy great heights in various parts of the world. This course seeks to highlight the growing importance of the services sector and the challenges facing marketing managers in the services sector to be successful in a competitive environment.
MKTG435	Marketing of Financial Services	This course provides the learners with a sound knowledge of tools and techniques used in the marketing of financial services. Learners in this course will be exposed to various marketing techniques and can expect to learn how to effectively market financial services and create value for customers in a complex and competitive investment environment.
MKTG440	International Marketing	Recent years have witnessed internationalization of markets at a remarkable speed. Marketing managers must therefore be equipped with the knowledge, tools and techniques related to international marketing. This course focuses on international marketing strategies.
MKTG445	Marketing of Hospitality and Tourism Services	The GCC countries including the UAE have been making incessant efforts to market hospitality and tourism services in various parts of the world. In fact, hospitality and tourism strategies have come to play a key role in the process of diversification of the economies of those countries. This course provides knowledge related to techniques and strategies that can be used effectively to market a range of hospitality and tourism services in any part of the world.
MKTG450	Marketing Management	The focus of this course is on marketing theory and practice. Learners in this course can expect to gain knowledge about the marketing mix management process and learn how to apply various marketing models and techniques when solving complex marketing problems in a competitive environment.
MKTG480	Special Topics in Marketing	The phenomenal growth in the Social Media and high level of audience involvement make it imperative for firms to use these media to reach out to their target customers. From 1.79 billion users in 2015, the number of worldwide users of Social media is estimated to reach 2.5 billion by 2018. The massive reach offered by the social media at a fraction of the cost incurred for traditional media is being leveraged by organizations in the business, non-profit and governance sectors alike. In consonance with this trend, the course aims at developing knowledge of and inculcating skills relevant to harnessing the potential of social media for organizational objectives. The course is chiefly student-driven and activity-oriented. The participants will be introduced to the concepts and the focus is on “learning through doing” supported by continuous guidance.

MKTG495	Capstone Project	<p>The capstone project is a dissertation carried out by graduating students in partial fulfilment of the course work requirement for the Bachelor of Business in Marketing program. The learners choose an appropriate real life research project (e.g. market survey, competitor analysis, or an e-commerce strategy) on their own, justify it, work out the research methodology, analyze data collected and write-up the research findings. However, it is important that the proposed research project be related to the area of marketing and learners must try to synthesize the various skills learned in previous marketing courses. . An academic advisor is assigned to advise the learners at various stages of the research project. This course culminates in preparing a dissertation which has to be presented and defended by the learners. This course is included in the curriculum to train the learners on how to undertake scientific research, to bridge the gap between marketing theory and practice in the industry and prepare the graduating learners for postgraduate studies or for professional careers in marketing.</p>
OPER307	Operations Management	<p>This course deals with the management of the operations function, including the analytical techniques used to plan and control the production of goods and services. It includes operations strategy, the role of technology in operations, MRP, capacity planning, scheduling, and inventory management</p>
OPER308	Business Process Management	<p>Today's business organizations are under continual competitive pressures and they strive to exist by adopting innovative approaches to doing business and by being adaptable to the changing market place. Business Process Management (BPM) is one of the approaches that are adopted by organizations to improve performance and remain resilient. The course discusses the methods and techniques required to analyze, design, execute, automate, and evaluate business processes. By its very basic nature, the BPM approach strives to maintain business sustainability, optimize utilization of resources, and enhance organizational performance. Upon completion of the course, learners will enable to evaluate the efficiency and efficacy of an organization from a process perspective.</p>

PROJ201	Project Management	This course will explore the elements and dimensions of project management; concepts, methodologies, tools, and techniques. The main tasks involved in, and the outputs of the project management process groups 'initiating, planning, executing, monitoring and controlling, and closing' will be explained. Learners will be asked to provide project scenarios from general business and/or information technology project management to assess applying the concepts, tools and techniques learnt on this course. Learners will also be introduced to the role of project management software in developing and tracking project plans (e.g. Microsoft Office Project), and for selecting between projects based on financial and other criteria like weighted scoring models and balanced score card.
QLTY201	TQM Fundamentals	This course presents TQM as a business philosophy that companies should adopt to achieve organizational excellence. It is concerned with the improvement of all aspects of operations performance and how improvement should be managed. It deals with the management of continuous improvement, including the differences between traditional quality management and TQM, the analysis of TQM in daily operations, continuous improvement, and tools and techniques used to achieve TQM.
QLTY302	Quality Gurus and their Philosophies	This course presents learners with the fundamental theory behind the quality concepts and discusses the evolution of total quality management. To fully understand the total quality management movement, the course exposes the philosophies of notable individuals who have shaped the evolution of total quality management. Their philosophies and teaching have contributed to our knowledge and understanding of quality today. Finally, the course emphasizes an integrative view of total quality management based on the philosophies of the quality gurus.
QLTY310	Quality Culture	This course is designed to provide students with the essentials of Total Quality Management, including an introduction to the use of various methods and recent developments of quality control (such as QA/QC, STQM, Six Sigma and DFSS) are covered. Quality in design and planning is stressed as equally important to managing quality in production of goods and services. This course familiarizes learner with quality control techniques, quality assurance issues and quality management methods.

QLTY311	Continuous Improvement	Continuous improvement (CI) is a vital principle of Total Quality Management (TQM) and a management philosophy adopted by organizations to improve all factors related to the process of converting input into outputs on an ongoing basis. To enhance learners' understanding of the importance of CI to organizations, the course is designed to present how CI enables the internal processes function more effectively. It will introduce quality theory and its relevance to the CI. More specifically, the course will focus on the nature and context of continuous improvement philosophy, CI models, CI cycle, and CI tools and techniques
QLTY313	Quality Planning	The course presents the concept of quality planning in the various quality planning stages. The course discusses various examples and success stories to emphasize how the quality planning process is carried out. The course is largely based on the Juran Trilogy, which includes Quality Planning, Quality Control and Quality Improvement. Various planning tools will be described and models of driving quality from a top down perspective will be covered.
QLTY405	Quality Management Tools & Techniques	This course will look at a wide variety of tools and techniques which are used generically and universally and in different cultural contexts. Starting with the most basic tools of quality (7 basic tools), planning tools of quality are also used, quality costing tools, team building tools, prioritization tools amongst others. These tools are organized within the quality improvement model.
QLTY407	Business Excellence	This course presents the concept and importance of business excellence. It discusses selected global excellence models which represent prestigious quality awards (in USA, Europe, Japan and UAE) in detail to show how these models can drive, enable and foster an excellence culture within the organization by presenting case studies, examples and best practices of award winners . Learners will be introduced to the assessment process of such excellence models.
QLTY410	Service Quality	This course is designed to provide a broad understanding of service quality management It does not merely present information about the major concepts and techniques in the area of service quality but enables you to evaluate and use them, thus improving your capacity to build and manage an effective service quality system for creating customer value. The course is based on research studies from disciplines such as economics, consumer behavior, marketing, operations management and strategic management.



QLTY412	Leadership in Quality	This course presents the importance of leadership as a major pillar to achieve organizational excellence. The course defines leadership, examines the various traits of leaders, presents various leadership theories and evaluates the various leadership styles appropriate to drive organizational excellence. The course presents several examples of role models worldwide to identify what roles, responsibilities, practices and level of commitment and involvement that make capable leaders to drive quality and excellence initiatives.
QLTY480	Quality Systems	This course will explore the evolution and development of Quality Assurance and in particular the various systems that have, over the years, played a key role in assisting organizations create consistency in their efforts to deliver quality products and services to their customers. The course will examine some of the main quality systems and in particular ISO 9000, the various stages of the certification process, the quality manual, the implementation of the system, the process of 3rd party certification amongst others. Learners will have the chance to look at how quality systems such as ISO 9000 can drive organizational performance and how the former can help produce a paradigm shift from a 'compliance-based culture' to 'a continuous improvement & learning culture'.
QLTY495	Capstone Project	<p>The Capstone Project is a required course as a partial fulfillment for the Bachelor program. Learners choose an appropriate project (in consultation with their Capstone Supervisor), justify it, work out the research methodology, analyze data collected and write-up the research findings. However, it is important that the proposed research project be related to their specific specialization Program focusing upon a problem identified in a business setting. An academic supervisor is assigned to advice learners at various stages of the project. The Capstone Project equip learners with skills how to undertake scientific research based on a real-world problem and prepares them for postgraduate studies.</p> <p>The project should demonstrate a student's ability to carry out independent research, and should be closely related to the student's major area of concentration in the Bachelor program. The learner should select a research topic as early as possible (in consultation with his or her capstone supervisor). While choosing a topic, the learner should take into consideration his or her background and interest, ability to handle the problem, accessibility of research materials, and the probable significance of the project to the community for which it is intended. Learners are required to follow the guidelines established by HBMeU as indicated below.</p>

RESM250	Research Methods for Business	Business marketing research has come to play a vital role in managerial decision making all over the world. All sorts of organizations rely heavily on scientific evidence collected through the process of marketing research. This course seeks to expose the learners to the nature, role, techniques and process of marketing research in contemporary business environment.
RESM301	Quantitative Methods	The course introduces the concepts of quantitative analysis and the use of mathematical models in analyzing and making sense of business problems in the context of a complex world. A variety of names exist for the body of knowledge, i.e. operations research, management science and decision science. The purpose of this course is to provide learners with a sound conceptual understanding of the role that quantitative methods play in the decision making process. Throughout the course, we use mathematical models to represent abstraction of real-world situations and, those models capture the major relevant aspects of the problem and can then provide a solution recommendation in aiding decision making process. The models were programmed to generate optimal solutions for businesses, i.e. to minimize costs and maximize profits.
ACCT455	Taxation	With the introduction of Value Added Taxes [VAT] in the United Arab Emirates and the gulf region, and soon after, the application of Income Taxes, it has become critical for college graduates to have the proper knowledge of taxation, its environment, and application. This course also provides an introduction to all the tax topics included on the CPA exam for those planning to take the professional examination. The course covers basic taxation of all taxable entities: individuals, corporations, S corporations, partnerships, and fiduciary entities, emphasizing a balance between theory and practice. Tax concepts and applications are presented in a clear, concise, learner-centric fashion with sufficient technical detail to provide a foundation for future practice in taxation and consulting
ACCT475	Auditing II	This course introduces learners to the world of internal auditing and assurance. It establishes the basic knowledge of the internal auditing function and profession. Furthermore, this course familiarizes the learners with governance, internal control structures and the role of internal auditing in enterprise risk management and the detection of fraud. Finally, Auditing 2 explores various internal audit engagements such as assurance and consulting
BUSS301	Legal and Ethical Environment of Business	A study of the legal and ethical environment in which businesses operate, including structure and operation of legal institutions, development of common law and legislation, social responsibility of business, government regulation of business, contracts, and the international legal environment. The course also provides an introduction to ethical theory and decision-making models

## School of Business & Quality Management Faculty Roster



**Prof. Martin Spraggon**

**Dean of School of Business and Quality Management**

Professor Martin Spraggon is a progressive professor of Strategy and Innovation Management. Before joining HBMSU as the Dean of the School of Business and Quality Management, he served as the Associate Dean of Academic Affairs at the Mohammed bin Rashid School of Government (MBRSG) and Director of Executive Education for the School of Business Administration (SBA) at the American University of Sharjah (AUS). His areas of specialization include strategic management, design thinking and innovation, organizational behavior, and managerial psychology. He has conducted many consulting projects and delivered leadership development programs for North American, Western European, Latin American, and Middle Eastern educational institutions and organizations in both the private and public sectors (Adnoc, Air Arabia, Sharjah Asset Management, Tatweer Forum, DP World, Road and Transport Authority, Sharjah Commerce and Tourism Development Authority, Etisalat, AW Rostamani Group, Sharjah Chamber of Commerce and Industry, Maritime Industrial Services, Bukhatir Group, Hydro-Quebec)

His research on emerging economies, behavioral governance, executive compensation, knowledge dynamics in innovative firms, and healthcare management has appeared in publications such as Strategic Management Journal, the Academy of Management Annals, Strategic Organization, Journal of Business Research, Business Ethics: A European Review, Journal of Business Ethics, Health Expectations, and Public Health. His research-driven and practice-based books, titled Mergers and Acquisitions and Executive Compensation and Managing Organizations in the United Arab Emirates: Dynamic Characteristics and Key Economic Developments, were published by Routledge (Taylor & Francis Group) and Palgrave Macmillan, respectively.

Actively involved in case study research and practice, Professor Spraggon serves as an Associate Editor of the Emerald Emerging Markets Case Studies collection. He obtained a research grant from the UAE National Research Foundation to analyse corporate governance practices in local family businesses and received the 2013 Rupert Chisholm Best Theory-to-Practice Paper Award of the Academy of Management Organizational Development and Change Division. He frequently assumes responsibilities as a member of international program committees at academic conferences around the world and is a regular speaker and panelist at practitioner-oriented workshops and events



**Professor Ebrahim Soltani,**

**Professor**

Postgraduate Certificate in Higher Education (PGCHE), University of Kent (2005-2007)

ESRC Postdoctoral Fellow – University of Strathclyde (2004- 2005)

PhD in Quality/Operations Management (University of Strathclyde, 2000-2003)

Prof Ebrahim Soltani is Professor of Quality Management at Hamdan Bin Mohammed Smart University in the School of Business and Quality Management. Before joining HBMSU Professor Soltani worked at Strathclyde and Kent Universities in the UK. His teaching and research experience includes Operations Management, Quality Management, and Managing Quality in Supply Chain.

Professor Soltani has published papers in peer-reviewed international journals and presented papers at international conferences. His primary area of research is operations improvement and effective management of quality-focused initiatives.

Professor Soltani received PhD from the Department and Management Science at the University of Strathclyde Business School (UK).



**Professor Syed Aziz Anwar**

**Professor**

Ph.D. (University of Delhi)

His specialty areas include International Business, Marketing Management, Service Quality and Research Methodology. He has held academic positions in eminent universities such as University of Delhi, India; University of Otago, New Zealand; University of Brunei Darussalam, Brunei Darussalam; International Islamic University, Malaysia; Aalen University of Applied Sciences, Germany; Arab Open University, Kuwait, and University of Sharjah, UAE.

Professor Anwar has been a recipient of a younger social scientist fellowship from the British Council, London. His research papers, case studies and books have been published in several countries including USA, UK and Singapore. He has edited scholarly journals, conference proceedings and roundtable reports. He is a Vice-President of MAG Scholar, New Zealand.

Professor Anwar has been a trainer and consultant for a large number of organizations including United Nations' International Trade Center, Geneva, Toyota Brunei, HSBC Brunei, Singapore Seaport and Abu Dhabi Retirement and Pensions Fund.



**Dr. Sanjai Kumar Parahoo,**

**Associate Professor**

Dr Sanjai K Parahoo holds a Bachelor in Technology from Indian Institute of Technology-Delhi, India; a Graduate Certificate in Business (Distinction) from Curtin University of Technology, Perth, Australia; an MBA (Distinction, University Gold Medal and DCDM cash prize and trophy) from the University of Mauritius. Dr Sanjai has extensive experience in innovation management and contract research, having led projects of African and international funders in various African countries. His areas of research interest include Services Management and Innovation, and he published in some leading journals in the field, as well as several case studies in the MENA region.



**Dr. Shamim Ahmad Siddiqui,**

**Associate Professor**

PhD (Economics) degree in 1989 from Temple University, USA. MA (Economics) in 1979 from University of Karachi

MS (Applied Economics) in 1980 from University of Karachi

Taught courses in economics and Islamic Finance at the University of Brunei Darussalam, University of Karachi and Temple University.

Published journal articles and papers in the areas of international trade, labor and development economics.

Worked as an Economics Consultant for various development projects undertaken by public sector departments of governments of Brunei, Sri Lanka and Pakistan a number of them sponsored by international agencies.

**Dr. Meera Alreyaysa**

Assistant Professor

PhD in Project Management

Dr. Meera Al-Reyaysa is part of the Deanship of Research and Doctoral Studies. She graduated with a PhD in Project Management from the British University in Dubai via the University of Manchester, UK. Her research interests include project management, sustainability, and corporate social responsibility in the MENA region.

Research Interests: Project Management – Sustainability – Corporate Social Responsibility.



**Dr. Ying-Ying Liao,**  
**Associate Professor**

PhD, University of Kent, UK

MSc, Shih-Chien University, Taiwan

Dr. Ying Ying Liao is an Associate Professor at Hamdan Bin Mohammed Smart University and a fellow of the Higher Education Academy (HEA) UK. Prior to her current appointment, she was an assistant professor and acted as programme director at the University of Liverpool (China Campus). She received her PhD degree and served as post-doctoral researcher in the University of Kent, UK. She has been actively involved in several research activities internationally including joint PhD supervision, EMBA external examiner, committee member of international conferences, and ad hoc reviewer for several high quality international journals (e.g. JBE, TQM&BE, etc) and conferences (e.g. AMA, AoM, etc). She has currently published 12 journal articles (some in 2 & 3 - star refereed journals –ABS ranking, UK), 24 international refereed conference papers and 4 book chapters. Prior to joining academia, she gained extensive industry experience in various capacities in service sectors (i.e. hospitality, healthcare) where she contributed significantly to the enhancement of quality of service offerings. Her current research interests focus on service management (e.g. service quality, service failure & recovery, managing human resources in services and supply chain quality management).



**Dr. Mounir Elkhatab,**  
**Associate Professor**

PhD in IS project management and technology - Special emphasis on organizational e-transformation and e-government (2005) - School of Advanced Technology - University of Glamorgan – Cardiff – UK

Dr. Mounir El Khatib is an expert (academic and practitioner) with 22 years of varied experience in Europe and Middle East, in program and project management, covering engineering, business and management, and IT fields. He is an e-government and e-transformation expert, heavily involved in Dubai, Abu Dhabi, and UAE Federal E-Government, covering the management & technical perspectives

Dr El Khatib holds a PhD in Project and IT Management from UK. He is a certified project management professional (PMP). Worked as Oracle, IBM-BCS as advisor, consultant, project manager, partner or agent for a variety of government and private projects. Trained many outstanding organizations. He published many papers, participated in many conferences and TV interviews.



**Dr. Riham Rizk**

**Associate Professor**

PhD Corporate Social Disclosures, Durham University, 2006

MBA, Arab Academy for Science & Technology, Egypt, 1998

BA Accounting, Simmons College, USA, 1993

Current research focus: Corporate Social Responsibility and Disclosure, Corporate Governance, The Influence of Culture and Religion on Accounting, Islamic Business Ethics, Threshold Concepts in Accounting Education.



**Dr. Mohammed Ghadi**

**Associate Professor**

PhD of Business Administration, HR, University of Wollongong, Australia, Dec, 2012

Master of Business Administration (MBA), Mutah University, Jordan, Jan, 2008

Dr Mohammed Yasin Ghadi is an Associate Professor in the School of Business and Quality Management at Hamdan Bin Mohammed Smart University. Prior to his appointment, Dr. Ghadi, worked for more than six years at Mutah University in Jordan and as a Chairman of department of Business at Mutah University. He also taught some Management courses at University of Wollongong in Australia.

Dr. Ghadi's teaching experience includes Human Resource Management, Staffing, Compensation Management, Strategic Human Resource Management, Training & Development and Organizational Behaviour.

Dr. Ghadi's research interests include Happiness in work, meaning in work, work engagement, loneliness in work, transformational leadership, turnover intention, workplace envy, job crafting, work spirituality, strategic human resources management.



**Dr. Ahmed Al-Nakeeb,**

**Assistant Professor**

Ph.D. in Quality Management from University of Glamorgan (University of South Wales) U.K. 2001

MBA from University of Glamorgan (University of South Wales) U.K. 1993

Dr. Ahmed Al-Nakeeb is an Assistant Professor of Management at the School of Quality and Business Management at Hamdan Bin Mohammed Smart University.

Dr. Al-Nakeeb received his Ph.D. in Quality Management from the University of Glamorgan in Wales, United Kingdom. He also completed a Master in Business Administration, a Diploma in Business Administration, and a B.Eng. in Civil Engineering all from reputable Universities in the United Kingdom. He taught various courses in Management and Marketing at graduate and undergraduate levels in addition to holding managerial positions.

Dr. Al-Nakeeb participated in various international conferences and published in well-known international journals. His publications in Quality Management attracted international interests among academics and practitioners. He has also developed research interests in HRM and Marketing. Dr. Al-Nakeeb is a member on the Editorial Advisory Board and the Articles Review Editor of the Journal of Islamic Marketing, published by Emerald. He was granted the 2011 Outstanding Reviewer Award for his work on the Journal of Islamic Marketing.



**Dr. Mohamed El Baradie,**

**Assistant Professor**

Ph.D. University of Durham. UK 2008

MBA Wayne State University. USA 1997

Dr. Mohamed El Baradie is an Assistant Professor of Accounting at Hamdan Bin Mohammed Smart University in the School of Business and Quality Management.

Before joining HBMSU Dr. El Baradie worked as an Assistant Professor at Al Hosn University, Abu Dhabi and The American University in The Emirates, Dubai. He also taught Accounting courses at The University of Durham during his PhD studies. He worked as a Financial Controller with American Airlines, and an Accounting Controller with P. Tech Corporation both in the USA. Also, he is a certified Business Trainer by the US AID. Dr. El Baradie's teaching experience includes Financial Accounting, Cost/Managerial Accounting, Auditing and Finance. Dr. El Baradie received his PhD in Accounting from The University of Durham, United Kingdom, an MBA from Wayne State University, Michigan, USA, and the bachelor degree from Alexandria University, Egypt. His research interests include Management Accounting techniques and the Institutionalization of Costing methods.





**Dr. Shaima AlHarmoodi**

**Assistant Professor**

PhD in Project Management from BUiD, UAE and The University of Manchester, UK

Masters in Urban Planning from the American University of Sharjah, UAE

Dr. Shaima AlHarmoodi is an Assistant Professor at Hamdan Bin Mohammed Smart University. Prior to her appointment, Dr. Shaima completed her PhD degree at the British University in Dubai partnered with The University of Manchester investigating the effect of stakeholder integration on innovation effectiveness in megaprojects. Her interest in Megaprojects stemmed from her specialization in her Masters degree as an urban planner. She believes that planning at a large-scale necessitates proper management and innovation to achieve a competitive advantage.

Dr. Shaima's research experience in the field of Innovation and Project Management allowed her to lecture in different areas such as innovation management, project management, stakeholder management and urban planning.



**Dr. Fadi Al Sakka**

**Assistant Professor**

Dr. Fadi Al Sakka is a proficient business and academic figure. With almost 15 years of business experience, he worked with all various strategic components such as strategic HR, leadership development, talents development programs, performance management, recruitment, compensating and benefits, training & development, career path, engagement & satisfaction & happiness schemes, HR information systems, and special strategic HR projects in order enhance the overall organization productivity level.

Being a leader of a major functions in business for the last 10 years in Dubai, and a senior consultant to major organizations in UAE, his major strengths are to link conceptual aspects to practical solutions, as well as to comprehend multicultural grounds and what works for organization of various business environments.

Dr. Fadi Holds Phd in Human Capital Development and is certified from various professional and vocational organisations including; the Australian Human Resources Institute, and Psytech, UK.



**Dr. Shatha Hawarna**

**Assistant Professor**

Ph.D. (Quality Management & Human Resource), International Islamic University in Malaysia-IIUM (2017).

**Professional Experience:**

- Computer teacher - Pvt. And Gov. Schools (1992-1988).
- Working in development curriculum project for secondary schools – Minister Office-Ministry of Education (1998-2003).
- Taught courses in Education principles and IT introduction at the university of Ajman, Al Quds Open University in Dubai (2002-2006).
- Head of Student Services in Dubai University (2003-2006).
- Manager of Excellence in education center - Hamdan Bin Mohammed Smart University-HBMSU (eTQM College) (2006-2009).
- Manager of learner's accessibility in Hamdan Bin Mohammed Smart University (2009-2013).
- Scholarship to complete my PhD offered by Hamadan Bin Mohammed Smart University and Ministry of Education (2013-2016).
- School relations Manager in Hamdan Bin Mohammed Smart University (HBMSU) (2016-2018).



**Dr. Omya Shehata**

**Assistant Professor**

Dr. Omya is a faculty member in the School of Business and Quality Management. She is a TQM Expert with over thirty years of combined solid and in-depth experience in Academia Management, Quality Assurance Internal Audit, Training, and knowledge transfer.

She is an academic advisor and supervised several postgraduate Thesis. She is also a certified leadership coach with a Professional Diploma in Mindfulness and Corporate Resilience.

## School of Health and Environmental Studies

### School Mission

The School of Health and Environmental Studies is committed to promote an innovative blended learning model, with emphasis on field application, research, community services and lifelong learning, ensuring quality in education.

### School Objectives

1. To initiate and favor an innovative blended learning environment in addressing issues related to health and environment in the region.
2. To enhance the critical thinking of the learners and achieve excellence in Smart Learning.
3. To continuously assess the achievements of the learning outcomes.
4. To graduate proactive leaders to face the challenges relevant to health and environmental issues.

## Bachelor of Science in Health Administration

**Total credit hours (123)**

### Program Description

The Bachelor of Science in Health Administration is intended for those wanting to pursue careers related to the business operations of medical and healthcare facilities. Keeping in view the University's mission of providing high-quality programs using virtual learning environment, the BSc in Health Administration at Hamdan Bin Mohammed Smart University is designed to understand modern healthcare organizations and the workings of allied health facilities. The program is designed to provide a solid foundation in healthcare administration and applied management, preparing its graduates for managerial positions in healthcare. Course topics include social and behavioral aspects of health, ethical and legal aspects of healthcare, the organization of health services in addition to business principles such as fundamentals of innovation and entrepreneurship. The program prepares its learners for administrative as well as managerial positions in any healthcare organizations, such as hospitals, health centers, and nursing homes. The Bachelor of Science in Health Administration curriculum encourages innovative and self-governing thinking within the healthcare setting. For an overview of core units and electives you can study in this program.

**Accreditation:** This program has received an accreditation from the Ministry of Education in the UAE.

### Program Goals

- PG.1. To expose learners to the concepts of health administration (management theory, health economics, and finance, marketing and health information) needed for managing health care operations and work forces.
- PG.2. To demonstrate knowledge of the organization of different health care delivery systems and their information needs
- PG.3. To equip learners with necessary tools and techniques to improve health care quality and contain costs
- PG.4. To address the challenging ethical and legal issues related to the well-being of the population

### Program Outcomes

After completion of the program, graduates will be able to:

- K1. Integrate acquired comprehensive, up-to-date, and specialized knowledge in health services administration practices and critically appraise the interfaces between health services administration theories and practices.
- K2. Demonstrate a knowledge of contemporary concepts of continual quality improvement programs and practices in health services settings and their application to health contexts.
- S1. Analyse problems, formulate solutions and identify risks associated with the solutions in order to develop effective health administration practices.
- S2. Communicate effectively orally and in writing and deploy a range of presentation techniques within health workplace settings.
- AR1. Demonstrate leadership competence for working effectively and anticipate the impact of health reforms on managerial effectiveness.
- RIC1. Interact constructively with professional colleagues in health settings, and adapt multiple perspectives to formulate effective actions.
- SD1. Demonstrate commitment to life-long learning, self-evaluation, reflective practice, and application of professional ethics in health services administration.

### General Education Requirement (33 Credit Hrs.)

Course Code	Course Name
ENGL101	English I
ENGL102	English II
ARAB101	Arabic Studies *
ARAB102	Arabic As Foreign Language *
MATH001	Remedial Mathematics
MATH101	General Mathematics
STAT101	Introduction to Statistics
COMP101	Introduction to IT
NATL101	Physical Sciences
SOCL101	Psychological Principles and Lifelong Learning Skills
SOCL103	UAE Studies
ISLM101	Islamic Culture (Arabic) **
ISLM102	Islamic Culture ( English) **
INEN301	Fundamentals of Innovation and Entrepreneurship

\*Select one from the following:

- Arabic Studies
- Arabic As Foreign Language

\*\*Select one from the following:

- Islamic Culture (Arabic)
- Islamic Culture (English)

### Program Study Plan

pre-program			
Course code	Course Name	Credit hours	Pre-Requisites
MATH001	Remedial Mathematics	0	-

Semester 1			
Course code	Course Name	Credit hours	Pre-Requisites
COMP101	Introduction to IT	3	None
ENGL101	English I	3	None
MATH101	General Mathematics	3	MATH001
NATL101	Physical Sciences	3	None
ARAB101	Arabic Studies	3	None
ARAB102	Arabic As Foreign Language		

Semester 2			
Course code	Course Name	Credit hours	Pre-Requisites
ENGL102	English II	3	ENGL101
HADM101	Medical Terminology	3	None
MGMT110	Introduction to Management	3	None
SOCL101	Psychological Principles and Lifelong Learning Skills	3	None
STAT101	Introduction to Statistics	3	MATH101

Semester 3			
Course code	Course Name	Credit hours	Pre-Requisites
HADM201	Social and Behavioural Aspects of Health	3	None
HADM202	Principles of Healthcare and Diseases	3	None
HADM203	Principles of Healthcare Management	3	MGMT110
HADM204	Biostatistics and Epidemiology	3	STAT101
ISLM101	Islamic Culture (Arabic)	3	None
ISLM102	Islamic Culture (English)		

Semester 4			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT201	Financial Accounting	3	None
HADM205	Health Information Systems Management	3	None
HADM206	Hospital Management	3	HADM203
HADM207	Organization of Health Services	3	HADM203
HADM208	Ethical and Legal Aspects of Healthcare	3	None

Semester 5			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT202	Managerial Accounting	3	ACCT201
ECON201	Microeconomics	3	MATH101
HADM301	Research Methods for Health and Environmental Studies	3	HADM204
INEN 301	Fundamentals of Innovation and Entrepreneurship	3	None
MISM301	Management Information System	3	COMP101
MKTG201	Principles of Marketing	3	MGMT110 OR HRMT101

Semester 6			
Course code	Course Name	Credit hours	Pre-Requisites
FINC204	Principles of Finance	3	ACCT201
HADM302	Introduction to Global Health	3	None
HADM303	Health Economics	3	ECON201 and HADM203
HRMT101	Introduction to HR Management	3	MGMT110
	Elective 1	3	-

Semester 7			
Course code	Course Name	Credit hours	Pre-Requisites
HADM401	Healthcare Finance and Insurance	3	FINC204
HADM402	Advanced Healthcare Management	3	HADM203
HADM403	Quality in Healthcare	3	None
SOCL103	UAE Studies	3	None
	Elective 2	3	-

Semester 8			
Course code	Course Name	Credit hours	Pre-Requisites
HADM404	Strategic Planning for Healthcare	3	HADM207
HADM405	Health Policy	3	None
MGMT303	Organizational Behaviour	3	MGMT110 OR HRMT101
HADM406	Internship in Health Management	3	90 Credit Hrs.
	Elective 3	3	-

Program Electives			
Course code	Course Name	Credit hours	Pre-Requisites
HADM304	Infection Control	3	None
HADM305	Governance of Healthcare	3	HADM402
HADM306	Environmental Health	3	None
HADM307	Primary Healthcare and Pharmaceutical Management	3	None
HRMT401	Occupational Health and Safety	3	90 Credit Hrs.

## Diploma in Health Administration

### Total credit hours (60)

### Program Description

The Diploma in Health Administration degree intends to prepare prospective learners for a career in the field of health administration by providing learners with a sound foundation in both practical and the functional areas of administrative and managerial health care services.

**Accreditation:** This program has received initial accreditation from the Ministry of Education in the UAE.

### Program Goals

- PG.1.** To expose learners to key concepts in health administration (management functions, accounting, and resources related to health)
- PG.2.** To equip learners with basic numerical skills as related to health care administration
- PG.3.** To provide knowledge of challenges of health care systems including quality and ethical problems in local and regional contexts

### Program Outcomes

After completion of the program, graduates will be able to:

- LO.1. Outline the basic healthcare management processes and functions, including: decision making, planning, organizing, leadership and supervision, staffing, and control techniques
- LO.2. Describe explicitly the organization, structure and functions of the health care system (governmental, non-governmental and private) and health management systems in local and regional contexts.



LO.3. Use available health information systems to perform basic managerial functions.

LO.4. Manage change processes in health settings, and apply numerical skills for interpreting basic statistical and epidemiological data.

LO.5. Address the importance of patient safety and quality improvement in healthcare services.

LO.6. Learn from experiences gained in different health contexts and assimilate new knowledge and skills into their practice.

### Program Study Plan

pre-program			
Course code	Course Name	Credit hours	Pre-Requisites
MATH001	Remedial Mathematics	0	-

Semester 1			
Course code	Course Name	Credit hours	Pre-Requisites
ARAB101	Arabic Studies	3	None
ARAB102	Arabic As Foreign Language		
COMP101	Introduction to IT	3	None
ENGL101	English I	3	None
MATH101	General Mathematics	3	MATH001
NATL101	Physical Sciences	3	None

Semester 2			
Course code	Course Name	Credit hours	Pre-Requisites
ENGL102	English II	3	ENGL101
HADM101	Medical Terminology	3	None
MGMT110	Introduction to Management	3	None
SOCL101	Psychological Principles and Lifelong Learning Skills	3	None
STAT101	Introduction to Statistics	3	MATH101

Semester 3			
Course code	Course Name	Credit hours	Pre-Requisites
HADM201	Social and Behavioural Aspects of Health	3	None
HADM202	Principles of Healthcare and Diseases	3	None

Semester 3				
Course code	Course Name		Credit hours	Pre-Requisites
HADM203	Principles of Healthcare Management		3	MGMT110
HADM204	Biostatistics and Epidemiology		3	STAT101
ISLM101	Islamic Culture (Arabic)	Select One	3	None
ISLM102	Islamic Culture (English)		3	None

Semester 4			
Course code	Course Name	Credit hours	Pre-Requisites
ACCT201	Financial Accounting	3	None
HADM205	Health Information Systems Management	3	None
HADM206	Hospital Management	3	HADM203
HADM207	Organization of Health Services	3	HADM203
HADM208	Ethical and Legal Aspects of Healthcare	3	None

## School of Health and Environmental Studies Course Descriptions

Course Code	Course Name	Course Description
HADM101	Medical Terminology	This is a course in the language of health/ medicine, its vocabulary, syntax, and culture. The learner will learn how to analyze medical terms based on their roots, prefixes, suffixes, and structures. Just as with other languages, an acquaintance with the cultural background of the language of health/ medicine will immensely aid your understanding of it. Other facets from the development and history of health/ medicine will be touched on as well.
HADM201	Social and Behavioural Aspects of Health	This course is designed to address the social and behavioral aspects of individual, group, community, organizational, and population health. It will focus on the understanding and use of social and behavioral theories and their application to facilitating positive behavior change in populations and population sub groups. The course aims to assist learners to gain greater understanding of the key concepts of social and behavioral health and develop skills necessary to analyze health behavior patterns, to plan, implement and evaluate health promotion programs.
HADM202	Principles of Health Care and Diseases	This course will introduce learners to the field of Healthcare and Diseases. The course will begin by making distinction between public and individual health, and demonstrating the need for a Public Health paradigm for health planning and

		delivery of health services. Key principles of Public Health and their classic applications will be highlighted. Finally, this course will provide a broad overview of different disease groups that affect humanity and the Public Health approaches being used for mitigating such disease burden.
HADM203	Principles of Health Care Management	The course introduces learners to the principles of health care management. The course covers topics related to the different managerial processes including: planning, organizing, leadership and supervision, controlling, evaluation, and decision making and their application in health care organizations. The course is also intended to introduce the principles of supportive communication, gaining power and influence, and motivating employees.
HADM204	Biostatistics and Epidemiology	This course introduces statistical concepts and analytical methods as applied to data encountered in the biomedical sciences. The course will also introduce students to the basic concepts and principles of epidemiology and how these concepts are applicable in health care management.
HADM205	Health Information Systems Management	This course provides an overview of various health information systems, emphasizing the effective use of information technology and data management to improve organizational performance in the healthcare setting. Health information systems in the areas of patient care, healthcare enterprise management, telemedicine and e-health, clinical decision support are examined. System development life cycle is discussed with application in cases studies. Reporting systems and how can healthcare administrators use them for performance management are addressed.
HADM206	Hospital Management	This course introduces learners to the complex organization of hospitals. It covers functions and relationships of governing board, hospital administrator, and medical staff. The course introduces learners to a framework for management of hospital departments and its application to a number of hospital departments. A well-planned and organized collection of articles concerning hospital organization, structure and quality will be covered.
HADM207	Organization of Health Services	The course provides an overview of the most common health service models and comparison of these models cross culturally, their strengths, and their weaknesses is made. National, regional, and district level approaches are discussed and community, institutional, and individual factors influencing service patterns are addressed. Policy, manpower, training, and education issues are introduced.
HADM208	Ethical and Legal Aspects of Health Care	This course will cover key legal and ethical concepts from a healthcare manager's perspective. After an introduction to both Ethics and Law, the course will cover topics such as Contemporary Ethical Dilemmas, End-of-Life Dilemmas, Health Care Ethics Committee, Ethics and the Law, Physicians' Ethical and Legal Issue, Employee Rights and Responsibilities, and Patient Consent.

HADM301	Research Methods for Health and Environmental Studies	The Research Methods course offers an introduction to the basic methods for research design and implementation in the areas of public health and health care administration. The course is designed to provide learners with the opportunity to learn how to conduct quantitative and qualitative research, while addressing main issues pertaining to the research process, e.g. how to formulate good objectives and research questions, how to conduct a literature review and how to plan for the implementation of a research study. The course will start with an introduction about the scientific method and research planning. Learners will be exposed to various research designs, data collection methods, in addition to an overview about descriptive and inferential statistics. The course will conclude with section on dissemination and critical evaluation of research.
HADM302	Introduction to Global Health	Global Health deals with health issues that are beyond the geographic national borders of a single nation. While the subject of Global Health has been an international agenda, and was instrumental in the creation of such apex international health agencies such as the World Health Organization in 1950, a number of recent major events have brought this to the urgent attention of the international community, including academia. Through the medium of recent international events such as SARS and Avian Influenza disease outbreaks and wars in Iraq and Afghanistan, learners will be exposed to the major threats to Global Health, and current mechanisms for dealing with them. Hope is that learners will be better informed about Global Health and better equipped to deal with such issues in their careers.
HADM303	Health Economics	Health Economics is an applied microeconomics course. It assumes that learners have sound understanding of the basic microeconomics principles through their completion of HADM203 course. This course applies basic microeconomics principles to health care markets, highlighting how healthcare differ from other markets. Some of the topics that would be highlighted are asymmetric information, uncertainty, government involvement, and externalities. Learners will be exposed to the economics of the health care sector and its players (patients, providers, insurers, employers, and government). Learners will learn how to apply microeconomic tools to study the medical care system and analyze the economic aspects of health care policy implications. This course will draw heavily from the experiences of the US healthcare system in addition to those from other countries
HADM401	Health Care Finance and Insurance	This course will approach Health Care Finance & Insurance from a healthcare manager's perspective. Beginning with an examination of Financial Environment of Health Care Organizations, the course will deal with such topics as reimbursement methods, Billing and Coding for Health Services, criteria used to decide on healthcare financing policy. On the Healthcare Insurance side, learners

		will learn the fundamentals of health insurance and types of health insurance systems. Universal coverall and national health accounts will be also discussed
HADM402	Advanced Health Care Management	This course builds on management courses taught throughout the program especially principles of healthcare management. It covers advanced knowledge and skills needed for management of complex healthcare organizations. The course deals with organization behavior and organization theory as applied to healthcare field. The course enables learners to get in-depth insights into human relationships and necessary skills to lead and motivate individuals and groups.
HADM403	Quality in Health Care	The course examines at multiple levels the theory and practice of quality care management in health care organizations. The objectives of the course are to: (1) convey an understanding of quality of care, with particular attention to conceptual framework for continuous quality improvement, quality assessment, improvement and patient safety including approaches, methods and tools, (2) explain (illustrate) how to develop quality improvement plan, performance indicators and measurement systems for quality; and (3) address ethical issues related to quality management, risk management and patient safety
HADM404	Strategic Planning for Health Care	This course focuses on the role, functions, and application of strategic planning in health care organizations with special emphasis on the process of strategy assessment, development, and implementation. This course also examines the role of strategic leadership in adapting to change and dealing with unpredictability.
HADM405	Health Policy	This course introduces overarching and integrated perspectives of public health and personal healthcare systems, policies and administrative processes through examination of management science theories, concepts and applications, and the social, economic, and political history, trends, legislation, and issues characterizing the roles and practices of government and the private marketplace.
HADM406	Internship in Health Management	The internship is an integral part of the program and takes place in the last academic semester. During this period, the learners are assigned to a specific preceptor but remain under the supervision of the program. The internship may be spent in a variety of health agencies and institutions, including hospitals, primary health centers, hospitals; health research organizations; government and government agencies; consulting firms; planning bodies; information and communication technology vendor organizations; pharmaceutical firms
HADM304	Infection Control (elective)	This course is designed to complement other health administration preparation courses by addressing the scientifically accepted principles and practices of infection control in a manner that assures learners gain the knowledge and skills necessary to perform their work consistent with them. Learners will learn to recognize their own responsibilities as a health professional to perform

		consistently in a manner that promotes prevention and control of infection and the consequences that result from failing to do so, as well as their role in monitor both those they care for and those with whom the work and intervene as necessary to assure compliance and safety.
HADM305	Governance of Health Care (elective)	The course examines the multiple levels of governance in health care systems, including theory, dynamics, approaches, dysfunctions and challenges. Thus, this course will introduce learners to governance and accountability at the several levels: organizational, clinical, local, national, regional, and global levels. It will convey an understanding of governance and accountability of different healthcare structures. Finally, this course will examine roles, responsibilities, interactions and challenges at each level of governance, including the international one.
HADM306	Environmental Health (elective)	This is an introductory course on the topic of Environmental Health meant for health professionals. This course seeks to expose learners to influences of environment on human health and also to societal roots of these influences.
HADM307	Primary Health Care and Pharmaceutical Management (elective)	The purpose of this course is to provide exposure to learners about the concept of Primary Health Care (PHC) and its organization and delivery. In addition, this course will expose learners about the rationale and key concepts in Pharmaceutical Management.
HRMT401	Occupational Health and Safety (elective)	In this course learners will be introduced to the fundamentals of occupational health and safety. The course will provide learners with the essential Knowledge, principles and skills that helps them to assess, suggest suitable control measures for work place hazards.

## School of Health and Environmental Studies Faculty Roster

### **Professor. Samer Hamidi**

#### **Dean of School of Health and Environmental Studies**

MPH, Dr. PH in Health Systems Management



Professor Samer Hamidi is a professor at School of Health and Environmental Studies.

He has 20 years of teaching and research experience in the fields of public health, health management, and online learning. He designed, developed, and delivered courses at the bachelor, master, and doctoral levels. He also led the accreditation of public health and health management programs. He is locally and internationally recognized scholar, an associate editor, editorial board member, and peer reviewer for several international journals. He co-authored more than 100 peer-reviewed academic papers published in well-regarded journals.

### **Professor Awoniyi Awofeso**

#### **Professor**

#### **Program Chair: MSc. in Hospital Management and MSc. in Public Health**

MBChB, MPH, MBA, PhD in Health Administration



Prof. Awoniyi Awofeso is a Professor at the School of Health and Environmental Studies at Hamdan Bin Mohammed Smart University. He has over 25 years of experience in universities of Nigeria and Australia in the fields of public health Projects' management, public health surveillance, health sociology, correctional health care, and hospital administration. Professor Awoniyi has extensive work experience, at both middle and senior management levels. He also authored five books, three book chapters and 115 peer-reviewed academic papers published in well-regarded journals and book serials. Professor Awoniyi worked closely and productively with reputable Non-Governmental Organizations such as Medecins Sans Frontieres and Netherlands Leprosy Relief. In the past three years, Professor Awoniyi reviewed at least 60 manuscripts on behalf of leading journals such as the British Medical Journal and BMC Public Health. In addition since 2005 he attended and presented at over 15 international conferences in Africa, Asia, Europe, North America, and Australia.



**Dr. Moetaz El Sergany**

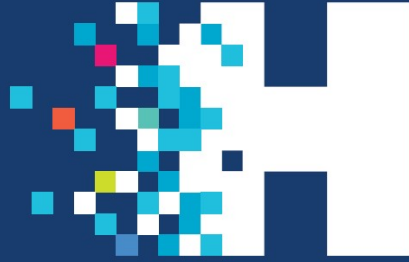
**Associate Professor**

**Program Chair: Bachelor of Science in Health Administration and Master of Science:  
Excellence in Environmental Management**

PhD in Public Health Sciences, Environmental Chemistry, High Institute of Public Health,  
Alexandria University.

Dr. Moetaz El Sergany is an Associate Professor at the School of Health and Environmental Studies at Hamdan Bin Mohammed Smart University. He has over 20 years of technical and teaching experience in environmental health field. He taught and developed many environmental health courses (water and wastewater analysis, environmental legislation, water sanitation, integrated solid waste management, environmental aspects of pesticides, environmental impact assessment, industrial waste management, and hazardous waste management). Dr. Moetaz participated in many environmental studies in Egypt, Saudi Arabia and United Arab Emirates. He worked in a number of Middle East Universities. He worked as coordinator and participated in the establishment of the new Environmental Health Program in Dammam University, Saudi Arabia and as Assistant Professor Environmental Health Department, University of Sharjah, UAE. He has participated in installation, calibration and training in many environmental health laboratories in Egypt, Saudi Arabia and UAE.





جامعة حمدان بن محمد الذكية  
Hamdan Bin Mohammed Smart University