

## Qualification Placement Decision

<b>Profile of Placed Qualification</b>			
Placement ID	Q15-021		
Institution Name	Ahlia University		
Listing ID	IL15-004		
Qualification Title	Bachelor's Degree in Management and Marketing		
NQF Level	8		
NQF Credit	536		
Sector	Higher Education		
Regulatory Body	Higher Education Council		
Licensing Body	<p>Cabinet of Ministers Decision No. (1626-03) of 2001</p> <p>Higher Education Council Letter No. (81- أ ت م/2008) of 2008</p> <p>Higher Education Council Decision No. (93) of Meeting (11/2008) of 2008</p>		
Qualification Approval Number	<p>Cabinet of Ministers Decision No. (1626-03) of 2001</p> <p>Higher Education Council Letter No. (81- أ ت م/2008) of 2008</p>	Licence Expiry Date	Not Applicable

## Qualification Placement Decision

	Higher Education Council Decision No. (93) of Meeting (11/2008) of 2008		
Qualification Description	<p>The Bachelor's Degree in Management and Marketing has been offered by Ahlia University since the academic year 2003-2004. The qualification is designed to provide graduates with necessary background in the fields of management, marketing and advertising. Moreover, the qualification is designed to provide graduates with the analytical skills necessary to apply their knowledge in organizations in which they are employed, to acquaint them with changing techniques and practices in the professional world, to develop their competence in marketing strategies formulation and to enhance their communication skills. The qualification comprises 134 credit hours (536 NQF Credits) offered over eight academic semesters. The qualification is delivered in English. The qualification is offered by the College of Business and Finance, Ahlia University.</p>		
Target Learners	<p>This qualification is designed for learners who completed School Graduate Qualifications, such as: Secondary School Certificate or equivalent qualifications, to provide them</p>		

## Qualification Placement Decision

---

	with tertiary education prior to employment or further education.
Date of Validation Report	27 September 2016
<b>Overall Validation Judgement</b>	
The Bachelor's Degree in Management and Marketing offered by Ahlia University sufficiently meets all of the Validation Standards, and thus the Overall Judgement is: 'Valid' and to be placed on NQF Level 8.	