

Qualification Placement Decision

| Profile of Placed Qualification | |
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| 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 | 548 ¹ |
| Sector | Higher Education |
| Regulatory Body | Higher Education Council |
| Licensing Body | Cabinet of Ministers Decision No. (1626-03) of 2001 Higher Education Council Letter No. (81-أ ت م/2008) of 2008 Higher Education Council Decision No. (93) of Meeting (11/2008) of 2008 |

¹ Previously 536 NQF Credits

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| <p>Qualification Approval Number</p> | <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> | <p>Licence Expiry Date</p> | <p>Not Applicable</p> |
| <p>Qualification Description</p> | <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 (548 NQF Credits) offered over eight academic semesters. The qualification is delivered in</p> | | |

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| | English by the College of Business and Finance. |
| Target Learners | This qualification is designed for learners who completed School Graduate Qualifications, such as: Secondary School Certificate or equivalent qualifications, to provide them with tertiary education prior to employment or further education. |
| Date of Re-Validation Report | 8 September 2019 |
| Original Placement Date | 14 December 2016 |
| <p>Overall Validation Judgement</p> <p>The Bachelor's Degree in Management and Marketing offered by Ahlia University sufficiently meets the Validation Standards, and thus the Overall Re-Validation Judgement is: 'Valid' and continues to maintain its status as placed on NQF Level 8.</p> | |