

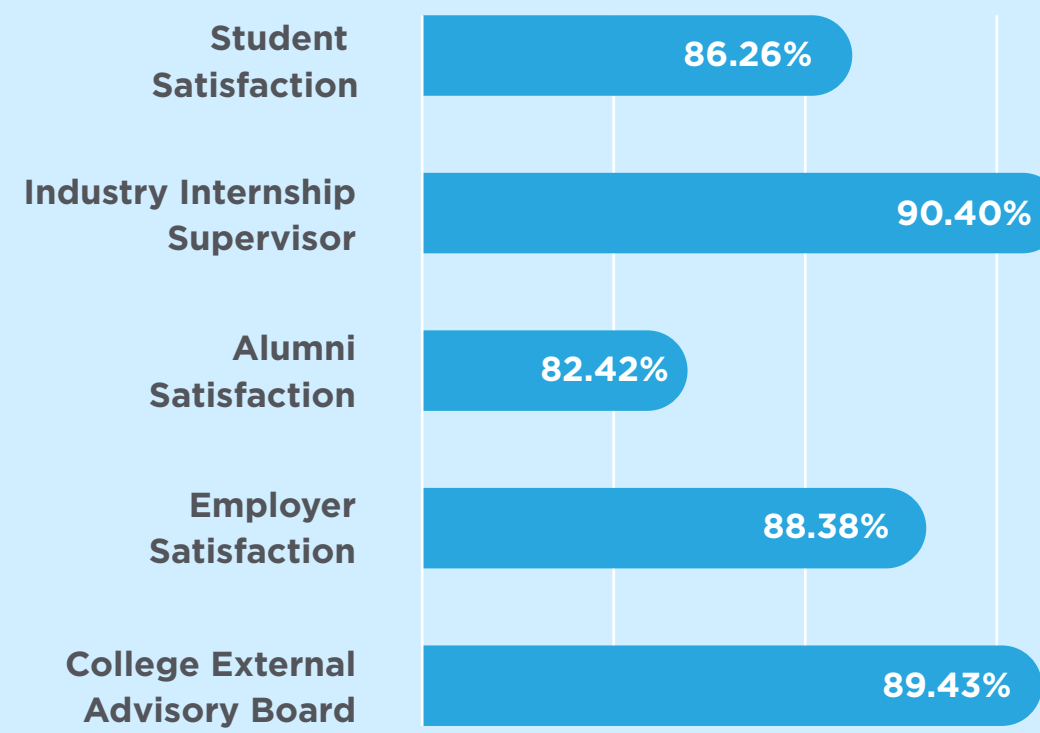
Introduction:

As part of Ahlia University Quality Management System (AUQMS), Ahlia University engage internal and external stakeholders in the quality review of the academic programmes. The College of Business and Finance was reviewed by an independent College External Advisory Board, Employers of the Programme Specific Graduates, Industry Internship Supervisors, Alumni and Students.

Based on the feedback obtained the programmes were revised covering revisions relation to the overall curriculum and content to maintain currency and relevancy of the academic programmes in line with market needs requirements and sustaining employability skills - Effective from Academic Year 2021-2022.

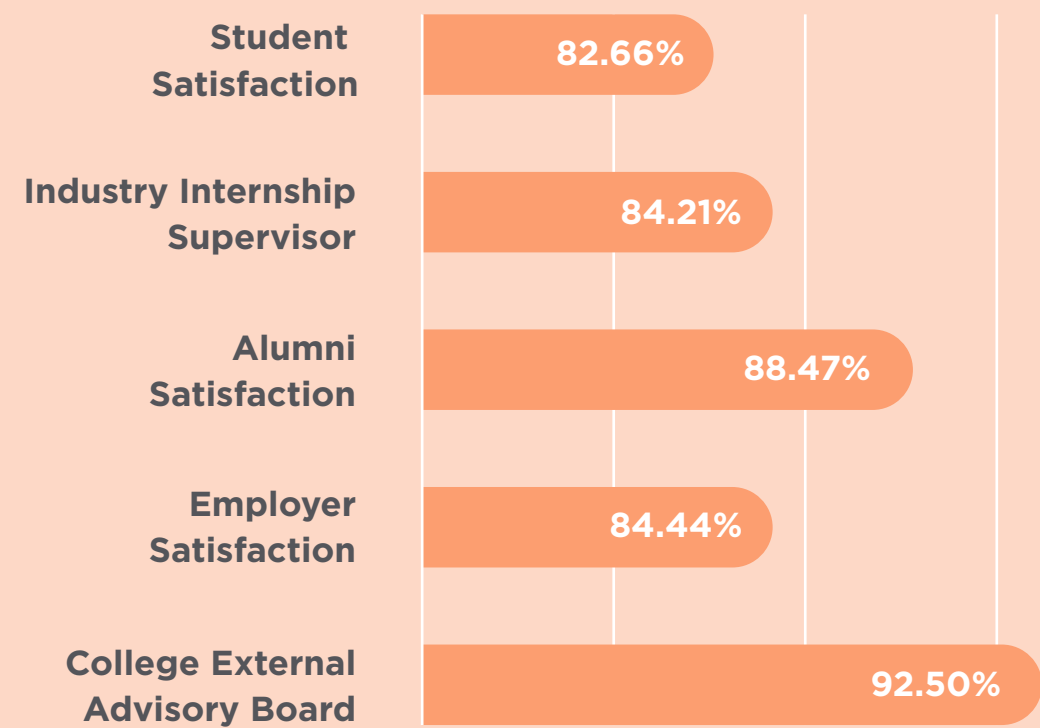
Bachelor's Degree in Management Information Systems (BSMIS)

- Aligned the programme with United Nations Sustainable Development Goals
- Introduced Market related courses (Business Data Analytics, Business Cloud Computing, Entrepreneurship and Digital Innovation, Artificial Intelligence Applications in Business, Marketing Principles, e-Governments concepts and Implementation)
- Expanded the list of options of Major Elective Courses
- Increased Major elective courses (to take two major electives instead of one to increase employability)
- The programme is aligned with 6 papers exemptions with the Chartered Institute of Management Accountants (CIMA) and is aligned In terms of content with COBIT 5 as professional certification



Bachelor's Degree in Management and Marketing (BSMM)

- Aligned the programme with United Nations Sustainable Development Goals
- Introduced Market related courses (Digital and Social Media Marketing, Strategic Marketing Management as well as Strategic Leadership and Change Management)
- The programme is aligned with 6 papers exemptions with the Chartered Institute of Management Accountants (CIMA) and 2 Modules the Chartered Institute of Marketing (CIM)
- Increased Major elective courses (to take two major electives instead of one to increase employability)



Master's Degree in Business Administration (MBA)

- Aligned the programme with United Nations Sustainable Development Goals
- Introduced Market related courses (Entrepreneurship and Family Business Management)
- Upgraded the course contents with practical application including research software's .g. SPSS
- Conducted Collaborative Research with Students

