

**Business School**  
**2017 - 2018**

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## About EAU

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Emirates Aviation University (EAU) is the region's premiere aviation university and one of the leading academic institutions in the UAE. Established in 1991, EAU is part of the Emirates Group and was awarded university status in December 2010 by the UAE Ministry of Higher Education and Scientific Research. With an extensive range of nationally and internationally accredited aviation-related courses and programmes, EAU is the ideal launch pad for a successful career in engineering or business management. Licensed by the Ministry of Education - Higher Education Affairs and the National Qualifications Authority (NQA). EAU offers students postgraduate, undergraduate and vocational programmes that combine the highest standard of academics with the latest developments in the field of aviation.

Home to a multicultural student community, the EAU campus in Dubai International Academic City (DIAC) is equipped to the highest international standards. Add to that an experienced faculty in a city that has become a vibrant cosmopolitan centre of business, culture and tourism, and students will have all they need to excel in a truly global environment.

## Licensure and Recognition

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Emirates Aviation University is licensed and recognised by the following bodies:

- Ministry of Education - Higher Education Affairs
- General Civil Aviation Authority (GCAA)
- National Qualifications Authority (NQA)





## Vision

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To be one of the world's leading institutes of higher education in aviation-related disciplines.

## Mission

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- To serve the multifaceted educational needs of aviation students from the UAE as well as the greater Middle Eastern and subcontinent regions.
- To offer outstanding applied educational programmes that allow students to develop their creative, analytical, communication and critical thinking skills in a collaborative, nurturing environment that promotes life-long learning and contributes to success in their professional careers.
- To value and support academic, vocational and applied research amongst its faculty, both in their disciplines and in the appropriate pedagogy, necessary to be effective teachers and to serve the aviation industry.





**Undergraduate programmes**

# Bachelor of Business Administration in Aviation Management

Aviation Management is a unique specialisation offered by only a few universities around the world and is tailored to meet the needs of the fast-growing aviation industry.

The BBA in Aviation Management is a four-year programme designed in line with international standards. The programme aims to provide a high quality business education with a strong focus on the

aviation industry. The curriculum is carefully designed to integrate 17 core business modules with 16 specialised major courses that focus on topics related to airline and airport management. Furthermore, there are seven general courses and three electives courses, as detailed in the illustrative study schedule below.

## Exit Qualifications

Depending on course duration, there are two possible exit awards available.

2 years:	3 years:	4 years:
Diploma in Aviation Management (DAM) OR	Higher Diploma in Aviation Management (HDAM)	Bachelor of Business Administration in Aviation management

## Programme Delivery

Emirates Aviation University (EAU) provides you with a combination of classroom lectures, group activities, seminars led by industry experts and a practical internship. This ensures that graduates are well prepared for employment in business and aviation-related fields, and are qualified to pursue graduate studies. This programme also has a mandatory six-week internship.

## BACHELOR OF BUSINESS ADMINISTRATION IN AVIATION MANAGEMENT

### Indicative Study Schedule

Semester	Course Title	Course Type
Semester One	English 101	General
	Introduction to IT	General
	Islamic Culture	General
	Maths for Business	Business
	Introduction to Business	Business

Semester	Course Title	Course Type
Semester Two	Environmental Science	General
	Microeconomics	Business
	Introduction to the Air Transport Industry	Aviation Management
	Financial Accounting	Business
	Introduction to Marketing	Business

Semester	Course Title	Course Type
Semester Three	History of Science and Technology	General
	Macroeconomics	Business
	Advanced Communication Studies	Business
	Introduction to Organisational Behaviour	Business
	Introduction to Business	Business

Semester	Course Title	Course Type
Semester Four	Introduction to Airline Operations	Aviation Management
	Critical Thinking	General
	Human Resource Management	Business
	Air Transport Team Project	Aviation Management
	Statistics I	Business
	Introduction to Air Transport Quality and Safety	Aviation Management

The above schedule is subject to change

Semester	Course Title	Course Type
Semester Five	Management Information Systems	Business
	Introduction to Financial Management	Business
	Research Methods	Business
	Aircraft Design and Performance	Aviation Management
	Statistics II	Business
	Introduction to Business Law	Elective

Semester	Course Title	Course Type
Semester Six	Management Accounting	Business
	Strategic Airport Management	Aviation Management
	Contracts and Negotiation in Air Transport	Aviation Management
	Air Transport Economics	Aviation Management
	Human Factors in Aviation	Elective

Semester	Course Title	Course Type
Semester Seven	Exploring Corporate Strategy	Business
	Research Project	Aviation Management
	Internship	Aviation Management
	Marketing Planning	Business
	Airline Management	Aviation Management

Semester	Course Title	Course Type
Semester Eight	Advanced Air Transport Quality and Safety	Aviation Management
	Airline Route and Fleet Planning	Aviation Management
	Air Transport Management	Aviation Management
	International Tourism	Elective
	Cross Cultural Studies	General

The above schedule is subject to change

## Accreditation

The BBA in Aviation Management, DAM and HDAM programmes, are all accredited by the UAE Ministry of Education (MOE).

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - an officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include civil aviation authorities, airports, airlines, aviation consultants and travel agencies.

## Alumni Success

Our BBA in Aviation Management graduates have been employed by the companies below:

Emirates Airline, dnata, CAPA, Etihad Airways, Indigo Airlines, Air Arabia, Aerotech Aviation, Al Ain International Aviation Academy and Palm Aviation.





# Applied Bachelor in Air Transport Management

The Applied Bachelor in Air Transport Management Programme provides students with an opportunity to gain insight into all aspects of aviation management including airline and airport management, and aviation strategy with a solid foundation essential in business practice.

The Applied Bachelor in Air Transport Management is a three-year programme designed in line with international standards and aims to provide a high quality business education with a strong focus on the aviation industry. The curriculum is carefully designed to integrate core business modules with more specialised Air Transport modules that focus on topics related to airline and airport management, as detailed in the illustrative study schedule below.

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures which include ample opportunities for student participation in group activities, individual assignments, case study analysis, presentations, role plays and debates etc. This ensures that graduates are well prepared for employment in business and aviation-related fields and are qualified to pursue graduate studies. This programme also has an optional six-week internship.

## Applied Bachelor In Air Transport Management

### Indicative Study Schedule

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 5 Mandatory Modules	
Semester One	Introduction to Business	
	Advanced Communication Studies	
	Maths for Business	
	Introduction to Organisational Behaviour	
	Introduction to Marketing	

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 4 Mandatory Modules	
Semester Two	Introduction to the Air Transport Industry	
	Microeconomics	
	Financial Accounting	
	Macroeconomics	

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 5 Mandatory Modules And 2 Electives	
Semester Three	Introduction to Airline Operations	Aviation Geography/ International Tourism
	Introduction to Airport Operations	Contracts and Negotiations in Air Transport
	Air Transport Team Project	Human Resource Management
	Introduction to Air Transport Quality and Safety	Introduction to Financial Management
	Introduction to Marketing	

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 3 Mandatory Modules And 2 Electives	
Semester Four	Aircraft Design and Performance	Internship
	Statistics 1	Introduction to Business Law
	Air Transport Economics	

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: 4 Mandatory and 2 Electives*	
Semester Five	Project Management	
	Airline and Airport Management	
	*Human Factors in Aviation	Or *Global Logistics

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: 4 Mandatory and 2 Electives*	
Semester Six	Aviation Management Project	
	Aviation Strategy and Planning	
	*Airline Route and Fleet Planning	Or *Business Simulation

## Accreditation

The Applied Bachelor in Air Transport Management award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include civil aviation authorities, airports, airlines, aviation consultants and travel agencies.

## Alumni Success

Our applied bachelor in Air Transport Management graduates have been employed by Emirates Airline.



# Applied Bachelor in Business Administration

The Applied Bachelor in Business Administration programme provides students with an opportunity to gain insight into all aspects of general business management including marketing, finance, human resources management and law along with other business disciplines which will provide a solid foundation essential in business practice.

programme designed in line with international standards and aims to provide a high quality business education with a strong focus on business. The curriculum is carefully designed to integrate core business modules with more specialised modules offered in year three, as detailed in the illustrative study schedule below.

The Applied Bachelor in Business Administration is a three-year

## Exit Qualifications

Depending on course duration, there are two possible exit awards available.

1 year:	2 years:	3 years:
Advanced Certificate in Business Administration (9 modules over 1 year) OR	Advanced Diploma in Business Administration (18 modules over two years) OR	Applied Bachelor in Business Administration

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures which includes ample opportunities for student participation in group activities, individual assignments, case study analysis, presentations, role play and debates etc. This ensures that graduates are well prepared for employment in business fields and are qualified to pursue graduate studies.

## Applied Bachelor In Business Administration

### Indicative Study Schedule

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 5 Mandatory Modules	
Semester One	Introduction to Business	
	Advanced Communication Studies	
	Maths for Business	
	Introduction to Organisational Behaviour	
	Introduction to Marketing	

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 4 Mandatory Modules	
Semester Two	Developing HR Professionals 1	
	Economic Environment for Business	
	Financial Accounting	
	Integrated Business Practice	

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 7 Mandatory Modules and 2 Electives	
Semester Three	Marketing Management	Introduction to Business Law
	Supply Chain and Operations Management	Introduction to MIS
	Developing HR Professionals 2	Introduction to Management Information Systems
	Accounting for Business	

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 7 Mandatory Modules and 2 Electives	
Semester Four	Introduction to Financial Management	Resourcing & Talent Planning
	Exploring Business Strategy	Internship
	Team Project	Statistics 1

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: All 6 Mandatory Modules	
Semester Five	Research Methods	
	Financial Services	
	Contemporary Business Strategy	

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: All 6 Mandatory Modules	
Semester Six	Project Management	
	Project	
	Critical Issues in Globalisation	

The above schedule is subject to change

## Accreditation

The Applied Bachelor in Business Administration award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum total average score of 80%; scores between 70-79% will be subject to an interview

Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above.

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include many business organisations within the UAE or globally.





# Applied Bachelor in Business with Finance and Accounting

The Applied Bachelor in Business with Finance & Accounting programme provides students with an opportunity to gain an insight into all aspects of general business management together with specialist modules in accounting and finance, including management accounting, financial management, international finance, marketing, human resources management and law which will provide a solid foundation in accounting and finance and essential in business practice.

The Applied Bachelor in Business with Finance & Accounting is a three-year programme designed in line with international standards and aims to provide a high quality business education with a strong focus on Finance & Accounting. The curriculum is carefully designed to integrate core business modules with more specialised Accounting and Finance modules offered in year three as detailed in the illustrative study schedule below.

## Exit Qualifications

Depending on course duration, there are two possible exit awards available.

1 year:	2 years:	3 years:
Advanced Certificate in Business Administration (9 modules over 1 year) OR	Advanced Diploma in Business Administration (18 modules over two years) OR	Applied Bachelor in Business with Finance & Accounting

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures which includes ample opportunities for student participation in group activities, individual assignments, case study analysis, presentations, role play and debates etc. This ensures that graduates are well prepared for employment in accounting and finance as well as general business fields, and are qualified to pursue graduate studies.

## Applied Bachelor in Business with Finance and Accounting

### Indicative Study Schedule

Semester	Module Title	
	Mandatory	Electives
Semester One	YEAR 1: All 5 Mandatory Modules	
	Introduction to Business	
	Advanced Communication Studies	
	Maths for Business	
	Introduction to Organisational Behaviour	
	Introduction to Marketing	

Semester	Module Title	
	Mandatory	Electives
Semester Two	YEAR 1: All 4 Mandatory Modules	
	Developing HR Professionals 1	
	Economic Environment for Business	
	Financial Accounting	
	Integrated Business Practice	

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
Semester Three	YEAR 2: 4 Mandatory Modules and 2 Electives	
	Marketing Management	Introduction to Business Law
	Supply Chain and Operations Management	Consumer Behaviour
	Developing HR Professionals 2	Introduction to Management Information Systems
	Accounting for Business	

Semester	Module Title	
	Mandatory	Electives
Semester Four	YEAR 2: 3 Mandatory Modules and 2 Electives	
	Introduction to Financial Management	Internship
	Exploring Business Strategy	Statistics 1
	Team Project	Resourcing & Talent Planning

Semester	Module Title	
	Mandatory	Electives
Semester Five	YEAR 3: All 3 Mandatory Modules	
	Corporate Reporting and Analysis	
	Research Methods	
	Financial Theory	

Semester	Module Title	
	Mandatory	Electives
Semester Six	YEAR 3: All 3 Mandatory Modules	
	International Finance	
	Project Management Accounting	

The above schedule is subject to change

## Accreditation

The Applied Bachelor in Business with Finance & Accounting award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include many business organisations within the UAE and globally.

# Applied Bachelor in Business with Human Resource Management

The Applied Bachelor in Business with Human Resource Management programme provides students with an opportunity to gain insight into all aspects of general business management, with specialist modules in Human Resource Management including, contemporary developments in employee relations, contemporary issues in employee development and international human resource management. Plus, general business courses that include human resource management, marketing, accounting, finance and law, all of which will provide a solid foundation in human resources management essential in business practice.

The Applied Bachelor in Business with Human Resource Management is a three-year programme designed in line with international standards and aims to provide a high quality business education with a strong focus on contemporary human resources management. The curriculum is carefully designed to integrate core business modules with more specialised human resources management modules offered in year three, as detailed in the illustrative study schedule below.

## Exit Qualifications

Depending on course duration, there are two possible exit awards available.

1 year:	2 years:	3 years:
Advanced Certificate in Business Administration (9 modules over 1 year) OR	Advanced Diploma in Business Administration (18 modules over two years) OR	Applied Bachelor in Business with Human Resource Management

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures which includes ample opportunities for student participation in group activities, individual assignments, case study analysis, presentations, role play and debates etc. This ensures that graduates are well prepared for employment in human resources management as well as general business fields, and are qualified to pursue graduate studies.

## Applied Bachelor in Business with Human Resource Management

### Indicative Study Schedule

Semester	Module Title		Semester	Module Title	
	Mandatory	Electives		Mandatory	Electives
YEAR 1: All 5 Mandatory Modules			YEAR 1: All 4 Mandatory Modules		
Semester One	Introduction to Business		Semester Two	Developing HR Professionals 1	
	Advanced Communication Studies			Economic Environment for Business	
	Maths for Business			Financial Accounting	
	Introduction to Organisational Behaviour			Integrated Business Practice	
	Introduction to Marketing				

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
YEAR 2: 4 Mandatory Modules and 2 Electives		
Semester Three	Marketing Management	Introduction to Business Law
	Supply Chain and Operations Management	Consumer Behaviour
	Developing HR Professionals 2	
	Resourcing & Talent Planning	Accounting for Business

Semester	Module Title	
	Mandatory	Electives
YEAR 2: 3 Mandatory Modules and 2 Electives		
Semester Four	Introduction to Financial Management	Internship
	Exploring Business Strategy	Statistics 1
	Team Project	Introduction to Management Information Systems

Semester	Module Title	
	Mandatory	Electives
YEAR 3: All 3 Mandatory Modules		
Semester Five	Contemporary Issues in Employee Development	
	Research Methods	
	Contemporary Developments in Employee Relations	

Semester	Module Title	
	Mandatory	Electives
YEAR 3: All 3 Mandatory Modules		
Semester Six	International Human Resource Management	
	Project	
	Strategic Human Resource Management	

The above schedule is subject to change

## Accreditation

The Applied Bachelor in Business with Human Resource Management award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include many business organisations within the UAE and globally.



# Applied Bachelor in Business with Marketing

The Applied Bachelor in Business with Marketing programme provides students with an opportunity to gain insight into all aspects of general business management with specialist modules in marketing including, brand and corporate communications, global marketing and contemporary marketing issues, as well as general business courses such as human resources management, accounting, finance and law which will provide a solid foundation in marketing and essential in business practice.

The Applied Bachelor in Business with Marketing is a three-year programme designed in line with international standards and aims to provide a high quality business education with a strong focus on contemporary marketing practice. The curriculum is carefully designed to integrate core business modules with more specialised marketing modules offered in year three, as detailed in the illustrative study schedule below.

## Exit Qualifications

Depending on course duration, there are two possible exit awards available.

1 year:	2 years:	3 years:
Advanced Certificate in Business Administration (9 modules over 1 year) OR	Advanced Diploma in Business Administration (18 modules over two years) OR	Applied Bachelor in Business with Marketing OR

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures that includes ample opportunity for student participation in group activities, individual assignments, case study analysis, presentations, role play and debates etc. This ensures that graduates are well prepared for employment in marketing as well as general business fields, and are qualified to pursue graduate studies.

## Applied Bachelor in Business with Marketing

### Indicative Study Schedule

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 5 Mandatory Modules	
Semester One	Introduction to Business	
	Advanced Communication Studies	
	Maths for Business	
	Introduction to Organisational Behaviour	
	Introduction to Marketing	

The above schedule is subject to change

Semester	Module Title	
	Mandatory	Electives
	YEAR 1: All 4 Mandatory Modules	
Semester Two	Developing HR Professionals 1	
	Economic Environment for Business	
	Financial Accounting	
	Integrated Business Practice	

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 4 Mandatory Modules and 2 Electives	
Semester Three	Marketing Management	Introduction to Business Law
	Supply Chain and Operations Management	
	Developing HR Professionals 2	Introduction to Management Information Systems
	Consumer Behaviour	Accounting for Business

Semester	Module Title	
	Mandatory	Electives
	YEAR 2: 3 Mandatory Modules and 2 Electives	
Semester Four	Introduction to Financial Management	Internship
	Exploring Business Strategy	Statistics 1
	Team Project	Resourcing & Talent Planning

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: All 3 Mandatory Modules	
Semester Five	Corporate Marketing Strategy	
	Research Methods	
	Contemporary Marketing Issues	

Semester	Module Title	
	Mandatory	Electives
	YEAR 3: All 3 Mandatory Modules	
Semester Six	Brand & Corporate Communications	
	Project	
	Global Marketing	

The above schedule is subject to change

## Accreditation

The Applied Bachelor in Business with Marketing award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and February for the spring semester.

## Career Prospects

Prospective employers include many business organisations within the UAE and globally.

# Applied Bachelor in Global Logistics and Supply Chain Management

Logistics and Supply Chain Management is playing an increasingly significant role as businesses and organisations extend their operations across the globe. As a consequence, companies are continually looking to employ suitably qualified personnel who can provide the skills necessary to support the development of rapidly developing supply chains.

Applied Bachelor in Global Logistics and Supply Chain Management is a three year programme designed in line with

international standards. The programme aims to provide a high quality business education with a strong focus on logistics and supply chain management. The curriculum is carefully designed to integrate a number of core business modules with a range of specialised major modules that focus on topics related to aspects of global logistics and supply chain management.

## Programme Delivery

Emirates Aviation University (EAU) provides students with a combination of classroom lectures that include group activities, seminars led by industry experts and a practical internship. This ensures that graduates are well prepared for employment in business and logistics and supply chain management fields. This programme also has a mandatory six-week internship.

## Applied Bachelor in Global Logistics and Supply Chain Management

### Indicative Study Schedule

Semester	Module Title
	YEAR 1: All 5 Mandatory Modules
Semester One	Introduction to Business
	Advanced Communication Studies
	Maths for Business
	Introduction to Organisational Behaviour
	Introduction to Marketing

Semester	Module Title
	YEAR 1: All 4 Mandatory Modules
Semester Two	Introduction to Logistics & Supply Chain Management
	Microeconomics
	Financial Accounting
	Macroeconomics

Semester	Module Title
	YEAR 2: All 4 Mandatory Modules
Semester Three	Warehouse & Inventory Management
	Maritime Transport
	Logistics & Supply Chain Team Project
	Land Transport

Semester	Module Title
	YEAR 2: All 5 Mandatory Modules
Semester Four	Retail & Manufacturing Logistics
	Air Transport
	Procurement & Supplier Management
	Human Resource Management
	Internship

The above schedule is subject to change

Semester	Module Title
	YEAR 3: All 3 Mandatory Modules
Semester Five	International Supply Chain Management
	Customer Service & Quality Management
	Research Methods

The above schedule is subject to change

Semester	Module Title
	YEAR 3: All 3 Mandatory Modules
Semester Six	Strategic Management & Leadership (for Logistics)
	Project Management
	Project

## Accreditation

The Applied Bachelor in Global Logistics and Supply Chain Management award is conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

## Entry Requirements

Applicants are expected to have the following:

- High School Certificate - An officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

## Student Intake

This programme has intakes twice a year - September for the fall semester and January for the spring semester.

## Career Prospects

Prospective employers include companies providing logistics services, retailers, manufacturers, airlines, shipping lines and the oil and gas sector.





**Foundation programmes**



# Alternatives to High School – Options Post 16 (Grade 10 Plus)

## Emirates Aviation University offers three business school programmes as an alternative to high school:

- (Certificate 4) in Aviation Operations with Business
- (Certificate 4) in Business
- (Certificate 4) in Business with Tourism

These programmes are two years in duration and vocationally focused with an emphasis on application to business/travel and tourism or aviation-related organisations. Wherever possible in the study schedule, field trips and guest speakers are incorporated to add a real life vocational aspect to the learning process.

Students study 18 different Business/Aviation/Tourism modules as detailed in the illustrative study schedules below.

### Assessment

These programmes are heavily weighted towards continuous assessment, and are well suited for students who typically do not perform at their best in a formal examination system. For each module, there will be a range of assignments which are contextualised in a business/travel and tourism or aviation setting, and may include individual and group activities through the submission of reports, presentations, role play, debates, etc.

### Accreditation

The Certificate 4 programmes are conferred by EAU and Pearson BTEC, UK. The EAU award is under the National Qualifications Authority's recognition process.

### Entry Requirements

Applicants are expected to have the following:

- Four GCSE subjects with a minimum grade 'C' or equivalent
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

Semester	The (Certificate 4) in Business Indicative Study Schedule
Semester One	Business Environment
	Business Resources
	Introduction to Marketing
	Business Communication
Semester Two	Business Accounting
	Creative Product Promotions
	Recruitment and Selection
	Aspects of Contract and Business Law
	Starting a Small Business
Semester Three	Human Resource Management
	Developing Teams in Business
	Managing a Business Event
	Managing Business Information
Semester Four	International Business
	Understanding Business Ethics
	Understanding Retailing
	Management Accounting
	Supply Chain Management

The above schedule is subject to change

Semester	The (Certificate 4) in Business with Tourism Indicative Study Schedule
Semester One - Three	As Semesters 1-3 of the Extended Diploma in Business
Semester Four	European Destinations
	Long Haul Destinations
	Air Fares and Ticketing
	Customer Service in Travel and Tourism

The above schedule is subject to change

Semester	The (Certificate 4) in Aviation Operations with Business Indicative Study Schedule
Semester One	Environmental Impacts of Aviation
	Researching Current Issues in Aviation
	The Business Environment
	Business Resources
Semester Two	Aviation Communications
	Marketing the Aviation Industry
	Human Resources in the Aviation Industry
	Business Accounting
	Managing a Business Event
Semester Three	Aspects of Contract and Business Law
	Airport & Airline Commercial Operations
	Ramp Handling
	Handling Air Passengers
	Airfares & Ticketing
	Understanding Business Ethics
	Developing Teams in Business
Semester Four	Customer Service in the Airline Industry
	On board Passenger Operations
	Preparation for Working in the Aviation Industry
	Management Accounting
	International Business
	Airport Baggage Processing

## Certificate 3 in Business

The Certificate 3 in Business at Emirates Aviation University is a one-semester foundation programme designed for students who have not met the minimum entry requirements for (Certificate 4) programmes.

The First Diploma consists of the following six business modules:

- Business Purposes
- Business Organisations
- Financial Forecasting for Business
- People in Organisations
- Verbal and Non-Verbal Communication
- Working in Business Teams

### Assessment

For each module, there will be a range of assignments that include individual and group activities through the submission of reports, presentations, role play, debates etc.

### Programme Features

Learning is based on practical application of business theory to business situations using UAE, UK and global organisations.

### Entry Requirements

Applicants are expected to have the following:

- Completion of High School Grade 10/11
- English proficiency - minimum IELTS (Academic) score of 5.0 or equivalent

### Accreditation

The Certificate 3 programme is conferred by EAU and Pearson BTEC, UK. The EAU Award is under the National Qualifications Authority's recognition process.







## Part Time Programmes

# Applied Bachelor in Business

## Applied Bachelor in Air Transport Management

The Applied Bachelor in Business suite of programmes are provided to give students an opportunity to gain insight into all aspects of general business management including marketing, finance, human resource management and law along with other business disciplines which will provide a solid foundation in essential in business practice.

The Applied Bachelor in Business Administration is a three-year programme designed in line with international standards and aims to provide a high quality business education with a strong focus on business. The curriculum is carefully designed to integrate core business modules with more specialised modules offered in year three as detailed in the illustrative study schedule below. The following programmes are offered for study on a part time basis:

- **Applied Bachelor in Business Administration**
- **Applied Bachelor in Business with Accounting and Finance**
- **Applied Bachelor in Business with Human Resource Management**
- **Applied Bachelor in Business with Marketing**
- **Applied Bachelor in Air Transport Management**

Part-time Business Courses at Emirates Aviation University (EAU) are designed for students who wish to complete their degree while working. There are flexible learning options and two possible exit qualifications.

Depending on course duration, there are two possible exit awards available:

<b>1 year:</b>
Advanced Certificate in Business Administration (9 modules over 1 year) OR
Advanced Certificate in Air Transport Management (9 modules over 1 year)
<b>2 years:</b>
Advanced Diploma in Business Administration (18 modules over two years) OR
Advanced Diploma in Air Transport Management (18 modules over two years)
<b>3 years:</b>
Applied Bachelor in Business Administration
Applied Bachelor in Business with Accounting and Finance
Applied Bachelor in Business with Human Resource Management
Applied Bachelor in Business with Marketing OR
Applied Bachelor in Air Transport Management

### Programme Delivery

The classes will be held in three-month blocks followed by a one-month break, over the duration of the course:

Indicative Part-Time Study Schedule Years 1 and 2		
Month	Applied Bachelor (Common Modules)	Applied Bachelor in ATM
<b>Year One</b>		
January	Introduction to Business	Introduction to Business
February	Introduction to Marketing	Introduction to Marketing
March	Introduction to Organisational Behaviour	Introduction to Organisational Behaviour
April	Month Off	
May	Advanced Communication Studies	Advanced Communication Studies
June	Maths for Business	Maths for Business
July	Developing HR Professionals	Microeconomics
August	Month Off	
September	Economic Environment for Business	Macroeconomics
October	Financial Accounting	Financial Accounting
November	Integrated Business Practice	Introduction to the Air Transport Industry
December	Month Off	
<b>Year Two</b>		
January	Marketing Management	Introduction to Airport Operations
February	Developing HR Professionals 2	Introduction to Airline Operations
March	Introduction to Business Law	Introduction to Business Law
April	Month Off	
May	Introduction to Financial Management	Introduction to Financial Management
June	Supply Chain and Operations Management	Introduction to Air Transport Quality and Safety
July	Exploring Business Strategy	Introduction to Management Information Systems
August	Month Off	
September	Statistics 1	Statistics 1
October	Accounting for Business / Consumer Behaviour / Resourcing & Talent Planning	Human Resource Management
November	Team Project	Air Transport Team Project

The above schedule is subject to change

There will be 10 sessions per month, on Sunday and Wednesday evenings from 6 pm to 9 pm, and one to two Monday evening sessions to make up the ten classes.

There will usually be repeat classes (subject to numbers) on Tuesday evenings and Saturday mornings to maximise opportunities for attendance for those with busy schedules and on shifts. All classes are delivered at Emirates Aviation University, located in Dubai International Academic City.



# Applied Bachelor in Business

## Applied Bachelor in Air Transport Management

### Year Three

The final year of the programme is split into 6 modules over a period of one year. The modules will be completed independently, one module every two months.

Indicative Part Time Study Schedule		
Applied Bachelor in Business Administration Applied Bachelor in Business with Accounting and Finance		
Month	Course Title	Course Title
January	Research Methods	Research Methods
March	Critical issues in Globalisation	Corporate Reporting and Analysis
May	Contemporary Business Strategy	Financial Theory
July	Project Management	International Finance
September	Financial Services	Management Accounting
November	Project	Project

Applied Bachelor in Business with Applied Bachelor in Business with Human Resource Management Marketing		
Month	Course Title	Course Title
January	Research Methods	Research Methods
March	Strategic Human Resource Management	Contemporary Marketing Issues
May	Developing Human Resource Professionals	Corporate Marketing Strategy
July	International Human Resource Management	Brand and Corporate Communications
September	Contemporary Developments in Employee Relations	Global Marketing
November	Project	Project

Applied Bachelor in Air Transport Management	
Month	Course Title
January	Global Logistics OR Human Factors in Aviation
March	Airline and Air Transport Management
May	Business Simulation OR Airline Route and Fleet Planning
July	Project Management
September	Aviation Strategy and Planning
November	Aviation Management Project

The above schedule is subject to change

### Accreditation

The Applied Bachelor in Business degrees are conferred by EAU and Coventry University, UK. The EAU award is under the National Qualifications Authority's recognition process.

The Applied Bachelor in Air Transport Management is conferred by EAU and Coventry University, UK. The EAU award is recognised by the National Qualifications Authority in the UAE.

### Entry Requirements

Applicants are expected to have the following:

- High School Certificate - an officially certified secondary school certificate or equivalent, with a minimum average of 80%; scores between 70-79% will be subject to an interview
- Original TOEFL (iBT) score of 61 and above or IELTS (Academic) score of 5.0 and above

Or

- To be 21 years of age and have work experience

Alternatively, accreditation for prior learning may be given to students 21 years of age and above with work experience.

### Student Intake

This programme has intakes three times per year, at the beginning of each 3 month block of classes—January, May and September and the specialisations in Year Three in marketing, accounting and finance, and human resource management will be offered subject to numbers.

### Career Prospects

Prospective employers include many business organisations within the UAE and globally.

### Alumni Success

Our Applied BA in Business Administration graduates have been employed by:

Emirates Airline, dnata, Emirates NBD bank and other global business organisations within the UAE and globally.

Our Applied Bachelor in Air Transport Management graduates have been employed by:

Emirates Airline, dnata, CAPA, Etihad Airways, Indigo Airlines, Air Arabia, Aerotech Aviation, Al Ain International Aviation Academy and Palm Aviation



