

Program Brochure
MBA Program
2023-2024

Introduction

The Master in Business Administration (MBA) program at Gulf University is designed with four tracks "*Leadership & Strategy, Project Management, Digital Transformation, and Digital Marketing*", to prepare leaders ready to contribute towards profession in varied disciplines. The program provides students with a comprehensive, industry oriented, technology-driven learning experience that emphasizes the development of critical thinking, problem-solving, and decision-making skills. The curriculum consists of 42 credit hours and is offered over 3 semesters in a calendar year. Our curriculum integrates theory and practice, and our faculty comprises experienced professionals and academicians who are dedicated to providing students with quality education in a dynamic learning environment.

MBA Program has the following clear aims which are aligned with the University mission.

- Provide students with critical knowledge and in-depth understanding of organizations, internal -external environment, governance, management, responding to transformation and innovation within global context impacting the society.
- Equip students with experiential learning to excel in both professional and at academic levels, as well as to become highly sought-after strategic leaders with effective communication, collaboration, self-reflection, awareness, involvement, and tenacity for lifelong learning.
- Prepare students to transit from operational to strategic role, develop economical and sustainable business solutions across the sectors for uncertain future aligned with ethical, legal, and professional standards.
- Develop students' analytical, technological and digital skills in modern management practices to identify innovative solutions, opportunities for strategic decision making, and manage change towards accomplishing personal, professional and organizational objectives.
- Encourage students to network with stakeholders in a cross-cultural context through responsible leadership and management supporting operations, innovations, digitization, people and organizational behavior within emerging strategic imperatives.
- Provide a dynamic environment and technology-based learning resources that motivate students to integrate functional knowledge and apply strategic management with teamwork at the local, regional, and international level.

Fees

- 140 BD Per Credit Hour
- The Total Program Credit Hours is 42.

HIGHLIGHTS

- Get hands-on and experiential learning.

- Enrich the learning experience through highly qualified, experienced, and diverse faculty from GU university.
- Specialized tracks: Leadership & Strategy, Project Management, Digital Transformation, and Digital Marketing which are especially pertinent to Bahrain's higher education and economic landscape, given the ongoing disruptions and revolutionary changes in digital tools and technologies.

The MBA program is designed to address all sectors of the economy, making valuable contributions to a diverse array of businesses and industries. Graduates of the MBA program are eligible for various career opportunities in the field of business management. With the expectation of attaining solid experience, they are poised to managerial positions, including:

- Business Consultant
- Management Analyst
- General Manager
- Business Operation Specialist
- CEO
- Project Manager
- Digital Transformation Manager
- Digital Marketing Manager
- Operations Manager
- Business Development Manager
- Social Media Manager
- Content Marketing Manager
- Marketing Director

Admission Criteria for the MBA Program

1. An applicant shall have a bachelor's degree or its equivalent and recognized by the Ministry of Education in the Kingdom of Bahrain, and his/ her cumulative average must not be less than "Very Good" (3.0 out of 4.0 according to the points system) or the equivalent in other evaluation systems.
2. The bachelor's degree must be in the same major as the master's.
3. An applicant with a GPA lower than 'Very Good' but with at least one year of experience in a relevant work experience related to the program, is exempted from preparatory courses. They must submit a stamped certificate of experience from the relevant organization or institution where the experience was gained.
4. An applicant without professional experience and with a GPA of less than 3.0 is required to attend the "Hands- on Experience" program and enroll in all preparatory courses, which include:
 - BUSS801: Strategic Management
 - BUSS802: Integrated Business Applications

- BUSS803: Organizational Management
- 5. An applicant whose professional experience is unrelated to the relevant program field and who has a GPA below 3.0 must enroll in preparatory courses.
- 6. The number of required preparatory courses for the point (5) will be determined based on the personal interview, academic record in the bachelor's program, and work experience.
- 7. An applicant shall have a certificate of English language proficiency with a score (TOEFL 550) or (IELTS 6.5). Otherwise, the applicant shall take an English language placement test conducted by the university; if he/she scores less than 65%, the applicant shall enroll into English language preparatory course (ENGL801 Advanced English Communication). The following case is excluded from the placement test:
 - An applicant with a bachelor's degree from a recognized university and studying in the English language.
- 8. An applicant must attend a personal interview with a panel consisting of three members from the business specialization, which measures the skills of planning, leadership, critical thinking, and constructive defence of his/her opinions and ideas. Interview results are submitted to the Admissions Committee for consideration of the applicant's case.
- 9. An applicant shall submit two recommendation letters, preferably one from his/her graduated university.
- 10. The Admission Committee reviews the applicant's documents and recommends one of the following options (direct admission to the program/conditional admission with preparatory courses/ conditional admission with hands on of experience program certificate and preparatory courses/ complete refusal of admission to the program due to extraordinary reason).
- 11. The applicant must not be enrolled in another master's program at the same time.
- 12. After the applicant has been accepted and registered at the university, the student will obtain a higher education number.

Campus life

Gulf university ensures campus for all while enriching students' experience with socio-cultural and learning opportunities through events and activities both on and off campus. The well-located campus has spaces for individuals and group learning, seminar and presentations, socializing in open spaces with innovative seating arrangements. The university follows holistic approaches to academics and extra-curricular activities including sports, competition, student clubs, foreign trips contributing to all round development of student. GU encourages students voice and provides friendly campus life with support from academic and administrative departments.

Graduate Attributes

The graduates of the program will be able to demonstrate the following attributes:

- knowledgeable and Proficient in the discipline
- Effective communicators

- ## Program study plan

MBA study plan 2023/2024						
Track courses to be enrolled after completing core courses in Semester 1						
	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
1st Semester	MBA901	Managerial Accounting and Financial Control	-	3	3	-
	MBA902	Ethics and Social Responsibility	-	3	3	-
	MBA903	Operations and Supply Chain Management	-	3	3	-
	MBA904	Marketing Insights and Strategy	-	3	3	-
	MBA905	Management for Sustainable Organization	-	3	2	2
Total				15	14	2
2nd Semester	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	MBA906	Global Economics and Finance	-	3	3	-
	XXX9XX	First Course in the Track	-	3	-	-
	XXX9XX	Second Course in the Track	-	3	-	-
	XXX9XX	Third Course in the Track	-	3	-	-
	XXX9XX	Fourth Course in the Track	-	3	-	-
Total				15		
3rd Semester	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	INT961	Internship	Completi on of 30 credit hours	2	-	200 working hours in industry
	RSP962	Research Strategy and Project	Completion of 30 credit hours	10	2	14
Total				12	-	214
Leadership and Strategy Track						

Leadership and Strategy Track	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	LSG921	Competitive Strategy and Business Design	-	3	2	2
	LSG922	Fostering and Guiding Strategic Innovation	-	3	2	2
	LSG923	Organizational Change in Digital Era	-	3	2	2
	LSG924	Leadership Dynamics for Innovation	-	3	3	-
Project Management Track						
Project Management Track	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	PMG931	Project Management Techniques, Tools and Practices	-	3	2	2
	PMG932	Strategic Project Management	-	3	2	2
	PMG933	Project Quality and Risk Management	-	3	2	2
	PMG934	Agile Project Management	-	3	2	2
Digital Transformation Track						
Digital Transformation Track	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	DTG941	Digital Transformation: Framework and Model	-	3	3	2
	DTG942	Digital Disruption for Business Innovation	-	3	2	2
	DTG943	Work in a Digital World	-	3	2	2
	DTG944	Managing Digital Transformation	-	3	2	2
Digital Marketing Track						
Digital Marketing Track	Code	Title	Pre-Req.	Credit Hours	Theoretical	Practical
	DMG951	Digital Marketing Strategy	-	3	2	2
	DMG952	E-commerce & Digital Marketing Techniques	-	3	2	2
	DMG953	Digital Media Platforms	-	3	2	2
	DMG954	Marketing Analytics and Customer Intelligence	-	3	2	2

KEY FACTS

- Level: 9 NQF
- Duration: 1 academic year

- Total credits: 42 credit hours
- Delivery mode on-campus