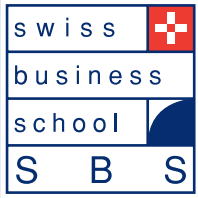


APPLICABLE - AFFORDABLE - ACCREDITED



In association with  
**AL TAREEQAH**  
Management Studies FZE

REGULAR CLASSES  
GRADUATE IN 3 YEARS

# BBA

## BACHELOR OF BUSINESS ADMINISTRATION

# TAKE THE NEXT STEP

## DEAN'S MESSAGE



**The mission of the institution is to educate individuals who will contribute to the management and leadership of global organisations.**

First of all, welcome to SBS Swiss Business School!

Deciding for a challenging Bachelor program is not an easy decision, but an exciting one. To us, the SBS Bachelor of Business Administration program is more than just a business degree; it is a life-challenging educational experience.

Switzerland is a very good place to study because quality standards in this country are very high. Situated in the heart of Europe, it has close connections with other European countries and it offers international students a more global approach to studying.

There is no doubt that SBS Swiss Business School prepares its students for the next business challenges and gets them in touch with the real world.

I'm proud to say that SBS evolves and grows year by year. We measure this growth in the increasingly ambitious and sophisticated students who chose to study with us. We measure it in the way our students inspire our faculty to keep their classes professionally relevant and academically challenging. We measure it in our ability to innovate and develop new learning formats by engaging the latest technology. We measure it in our capacity to introduce new and interdisciplinary programs that meet student needs. And we measure it in the recognition we receive for excellence—in curriculum design, in student services, in teaching, in scholarly activities and in accreditation.

Finally, we empower our students with opportunities to connect with business leaders, our lifelong alumni support.

I wish you a successful and rewarding time at SBS!

**Bert Wolfs, Ph.D.**

Academic Dean

SBS Swiss Business School (Switzerland)

## PRESIDENT'S MESSAGE



**Education is the most powerful weapon, which you can use to change the world.**

AI Tareeqah Management Studies (ATMS) is committed to academic excellence in our classrooms; relevant programs in our curriculum and personal attention to our students. One of our great strengths is the enthusiastic, personal involvement of our academic board, administrators, faculty, staff and alumni in creating a sense of community.

We believe that the opportunity for higher education should be available to all who seek it, and we will continue to meet the ongoing challenges that higher education presents in the years ahead.

Our students are provided with the academic tools, practical skills, and “real world” opportunities necessary to advance as leaders in their professions and their communities. We encourage active participation in an education that challenges critical thinking, provides career preparation, instills values, and inspires lifelong learning. We realize that each student is unique and, as a community, we strive to maximize that unique potential.


We look forward to having you join the AI Tareeqah Management Studies family.

**Dr. Hemant Kumar**

President

AI Tareeqah Management Studies (UAE)

# KEY REASONS TO STUDY AT SBS



## STUDENTS

- Average age 18-25
- Diverse cultural backgrounds and experiences
- 49% male / 51% female
- Small classes for personalized attention



## PROGRAMS

- Taught in English
- SBS AAA Standard Accredited | Applicable Affordable
- Financial Times listed



## FACULTY


- Highly qualified, experienced instructors
- Subject-matter experts; up-to-date with workplace and global trends
- Business and industry practitioners
- Hands-on approach to learning
- Real-world scenarios, applications and solutions
- Challenging lectures which bring abstract business topics to life through discussions, case studies and relevant examples



## ALUMNI

Graduates stay in touch with SBS through the Global Alumni Network

- Alumni events, programs, reunions, and career resources
- Alumni portal: [www.atmsedu.org](http://www.atmsedu.org)



## SBS PROSPECTS

- SBS Swiss Business School's strong reputation in the industry
- Domestic and international employment arising from experience and connections made while studying in UAE
- Work for leading businesses in a variety of fields in UAE or abroad

# PROGRAM OVERVIEW

Pursuing a career in business today means preparing yourself for an ever-changing world, reaching into new markets, adopting new technologies and crossing the boundaries between traditional disciplines. Success in this environment depends, to a great extent, on your ability to be versatile, to communicate, to think globally and to be creative in applying business principles to new realities.

Your undergraduate business education is your launching pad into this dynamic world. And no matter what career path you choose—from finance, marketing, management or e-business – the lessons you absorb as an undergraduate will help shape your future.



# BACHELOR OF BUSINESS ADMINISTRATION

## Major in International Management

YEAR 1			YEAR 2			YEAR 3		
Semester 1			Semester 3			Semester 5		
ENG 110	English	4	ACT 200	Advanced Accounting	5	FIN 310	International Finance	5
ACT 102	Accounting	4	FIN 201	Venture Capital and Private Equity	4	MKT 315	Strategic Marketing	5
MIS 102	Information Systems	4	MGT 209	Human Resource Mgmt	5	MIS 320	Information Systems	5
MKT 103	Marketing	4	MKT 230	Marketing	4	MGT 310	Negotiation Skills*	4
MGT 101	Management	4	FIN 207	Money and Banking*	5	MGT 320	Total Quality Management*	4
MAT 100	Mathematical Tools for Business	4	FRL 205	Foreign Language	3	FRL 310	Foreign Language	3
FRL 100	Foreign Language	3	ITP 200	Internship	3	ITP 300	Internship	3
COV 100	Company Visits	3	COV 200	Company Visits	3			

YEAR 1			YEAR 2			YEAR 3		
Semester 2			Semester 4			Semester 6		
ENG 115	Commercial Correspondence	4	ECO 210	International Economics	5	FIN 320	Financial Planning and Budgeting	5
ECO 100	Economics	4	MIS 220	Information Systems	4	MGT 330	Strategic Leadership and Change	5
BUS 109	Law for Business Professionals	4	MGT 217	Strategic Sales Management	5	BUS 315	Business in a World Economy	5
STA 110	Managerial Statistics	4	FIN 220	Principles of Finance	5	MKT 330	Cases in Marketing*	5
FIN 107	Principles of Finance	4	BUS 245	European Business*	5	FIN 340	Cases in Finance*	5
COM 100	Communication Skills	4	FRL 210	Foreign Language	3	FRL 320	Foreign Language	3
FRL 105	Foreign Language	3	COV 210	Company Visits	3	THE 350	Thesis	6
COV 105	Company Visits	3						

## TUITION FEES

All fees are calculated in UAE Dirham & refer to all undergraduate programs.

<b>Application Fee (non-refundable)</b>	<b>AED</b>	<b>500</b>
<b>Registration Fee</b>	<b>AED</b>	<b>1,500</b>
<b>Course Fees (36 x 1600) Per Month</b>	<b>AED</b>	<b>57,600</b>
<b>Administration Fee</b>	<b>AED</b>	<b>4,400</b>

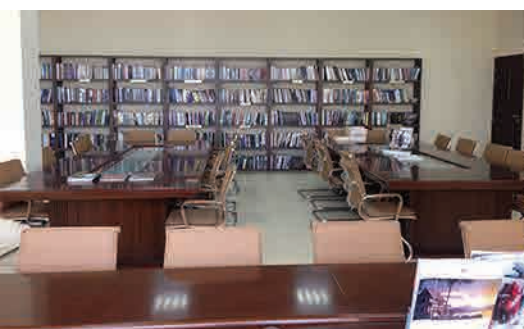
\* Missed & Re-examination, Delayed payment & other charges applicable additional to the above mentioned fees & payment.  
\* Validation of documents & certificates facility available upon request. The above mentioned fees exclusive of attestation charges.

## ADMISSIONS REQUIREMENTS

**Applicants must provide the following documentation:**

- 1 passport-sized color photographs
- Completed and signed application Form
- Certified copies of official secondary school transcripts
- Certified copy of secondary school diploma
- Minimum TOEFL internet based test score of 90 (if applicable)
- Latest CV / Experience Letter
- Passport Photocopy

## Accreditation and Ranking



### University Campus Ras Al Khaimah

University Building, Plot No. 6,  
Al Jazeera - Al Hamra, Inside  
RAKIA FZ, Ras Al Khaimah, UAE  
Phone: +971-7-2433055

### Corporate Office Sharjah

407, Rolla Mall Building,  
Al Rolla, Sharjah, UAE  
Phone: +971-6-5215557  
Phone: +971-6-5212542

### Branch Office Abu Dhabi

Office No. 107, Regus  
Al Arjan Building, 1st Floor  
Abu Dhabi, UAE  
Phone: +971-2-8152827

### Switzerland

SBS Swiss Business School  
Balz-Zimmermann-str. 34-38,  
Building C, CH-8302 Kloten  
Zurich Switzerland  
Phone: +41 44 880 00 88

Email: [info@atmsedu.org](mailto:info@atmsedu.org)

[www.atmsedu.org](http://www.atmsedu.org) | [www.sbs.edu](http://www.sbs.edu)