

الجامعة الخليجية
GULF UNIVERSITY



MBA
Program



MBA PROGRAM

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 the 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. These tracks 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

- The applicant with a grade less than "Very Good" (3.00 out of 4.00 according to the grade points system) or the equivalent in other grading systems shall enroll in a certain number of preparatory courses determined by the department as follows.
 - BUSS801: Strategic Management
 - BUSS802: integrated Business Application
 - BUSS803: Organizational Management

Admission Criteria for the MBA Program

- The 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.
- The 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.



- The applicants from business background with CGPA less than 3 and without work experience shall take Hands-on Experience' program and enroll into preparatory courses. However, the number of preparatory courses to be enrolled will be decided based on interview and transcript in undergraduate program.

The applicant shall have a certificate of English language proficiency with a specific score according to (TOEFL 550) or (IELTS 6.5) programs. Otherwise, the applicant shall appear in 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 cases are excluded from the placement test:
 - An applicant with a bachelor's degree from a recognized university and studying in the English language.
 - An applicant with (A) grade in English language courses at the undergraduate level even if studying the other courses in another language.

The applicant must attend a personal interview with a team consisting of three members.

The applicant shall submit two recommendation letters, preferably one from his/her graduated university.

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
 - Leader and team player
 - Technology agile
 - Passion for innovation, creativity and initiative
 - Analytical and Problem solver
 - Ethical, responsible and engaged with stakeholders
 - Lifelong and Reflective learner

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