



UNIVERSITY COLLEGE OF BAHRAIN

Catering to Career
Aspects within
the Competitive
Business Environment



the present world of competitiveness and globalization, pursuing qualitative education has become fundamental for future success. Today, educational institutions are offering rigorous programs—focusing on the needs of the market and preparing the students for the evolving world of business.

Recognized for its excellent comprehensive programs such as the MBA, the **University College of Bahrain (UCB)** provides academic programs of high quality that enable students to have fulfilling careers and meet the needs of society, government, business, and the economy. Its programs are designed to develop the knowledge and skills required in students to stand out while competing in the current labor markets as well as in their impressive performance as decision-makers and leaders.

Student-Centered University

Founded in 2002, UCB educates students and generates new knowledge by uniting the rigor, relevance, creativity, and intellectual dynamics of business and the liberal arts. The university is dedicated to quality education benchmarked against international standards and attuned to the needs of the region it serves. Since its first student intake in 2004, the university has rapidly become recognized for its high-quality programs that enhance students' capabilities and knowledge.

From the beginning, UCB has been determined to be Bahrain's most student-centered university. It strives to serve the social, cultural, and economic needs of the community in Bahrain and the region. The university's approach is combined with the aim to achieve excellence in education that has no borders and the commitment to the students to support them in achieving their goals. Additionally, its programs are couched in a context of innovation, teamwork, and creativity that inspire critical thinking, personal growth and a passion for learning.

Focusing on Market Needs

UCB's Degree Programs were originally designed and developed around the USA and Canadian higher education model of curriculum content, assessment, and delivery pattern, through a formal relationship with McMaster University in Canada; who advised upon and provided the initial curriculum. Hence, the University provides a rigorous and internationally informed curriculum based on a semester credit hour system in the USA/Canadian liberal arts tradition.

UCB offers rigorous programs in Business Administration that focus on the needs of the market and prepare students for the evolving world of business. The university offers an interdisciplinary curriculum focusing on business administration that improves students' ability in solving various problems. The curriculum also develops students' lifelong learning that aims to enhance their skills and competencies.



“THE VISION OF UCB IS TO BE THE LEADING PRIVATE UNIVERSITY OF CHOICE IN THE KINGDOM OF BAHRAIN FOR STUDENTS, AND OTHER STAKEHOLDERS, PROVIDING A QUALITY ASSURANCE DRIVEN, AND MARKET-FOCUSED, EDUCATION IN THE FIELDS OF THE LIBERAL ARTS AND SCIENCES.”

Holistic MBA Programs

UCB MBA is embedded with an adequate set of courses to enable students in acquiring the subject knowledge and personal skill. The courses are aimed at facilitating effective managerial decisions and efficient performance at the workplace by devising leadership strategies. The university achieves this by engaging students in a university environment driven by creativity, critical thinking, and constructive debate on contemporary issues at the global, regional, and local levels.

Additionally, UCB's MBA programs have been designed to develop skilled graduates who will play vital roles in the development of their communities and make better business decisions. The university establishes connections with rest of the world and allows students to achieve exposure to global business. As a result, UCB's MBA provides a program that is benchmarked against the most

successful MBAs offered elsewhere, and establishes an empowering environment for participants to take advantage of the new global system. Its MBA program concentrates on the following areas: (i) Management, (ii) Islamic finance, (iii) Banking and Finance, (iv) Marketing and International Business Management, and (v) Management Information System (MIS).

Promoting Global Diversity

Along with offering comprehensive MBA programs, UCB also promotes diversity and inclusion on its campus through different means. It constitutes more than 20% of international students. Its program is open to all the students around the world as it is delivered online for the time being. Moreover, UCB ensures embracing and molding any applicant who can meet its admission criteria, in order to encompass diversity.

In alignment with the 2030 goals and

visions of the Nation, the university is dedicated to instilling and developing a globally responsible and qualified community of leaders through its programs. It strives to equip the international students with capabilities and know-how along with decision-making competence and interactive skills to benefit any nation they hail from as well as globally.

A Plethora of Additional Benefits

UCB's MBA program provides updated academic training that aims at helping students take advantage of the opportunities offered by the new economy. The university provides an environment for students to discuss and debate broad topics through the diversity of its academic staff, library system and updated technology. As a part of their curriculum, students are encouraged to conduct surveys and research to make sure that they are exposed to the real world. The university offers collaborative project work and research papers with the



Dr. Khalid M. Al Khalifa
Founder, Chancellor



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faculty and the students to ensure their critical and analytical skills into market needs and areas of inquiry.

Additionally, UCB has been recognized by **The Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI)** as its first affiliate university in the world. This agreement allows the students at the university to be exempted from taking 2 modules out of 4 **Certified of Islamic Professional Accountant (CIPA of AAOIFI)** certifications after graduating from the MBA program. This agreement further allows the students to register for the CIPA exam through the university's admission center.

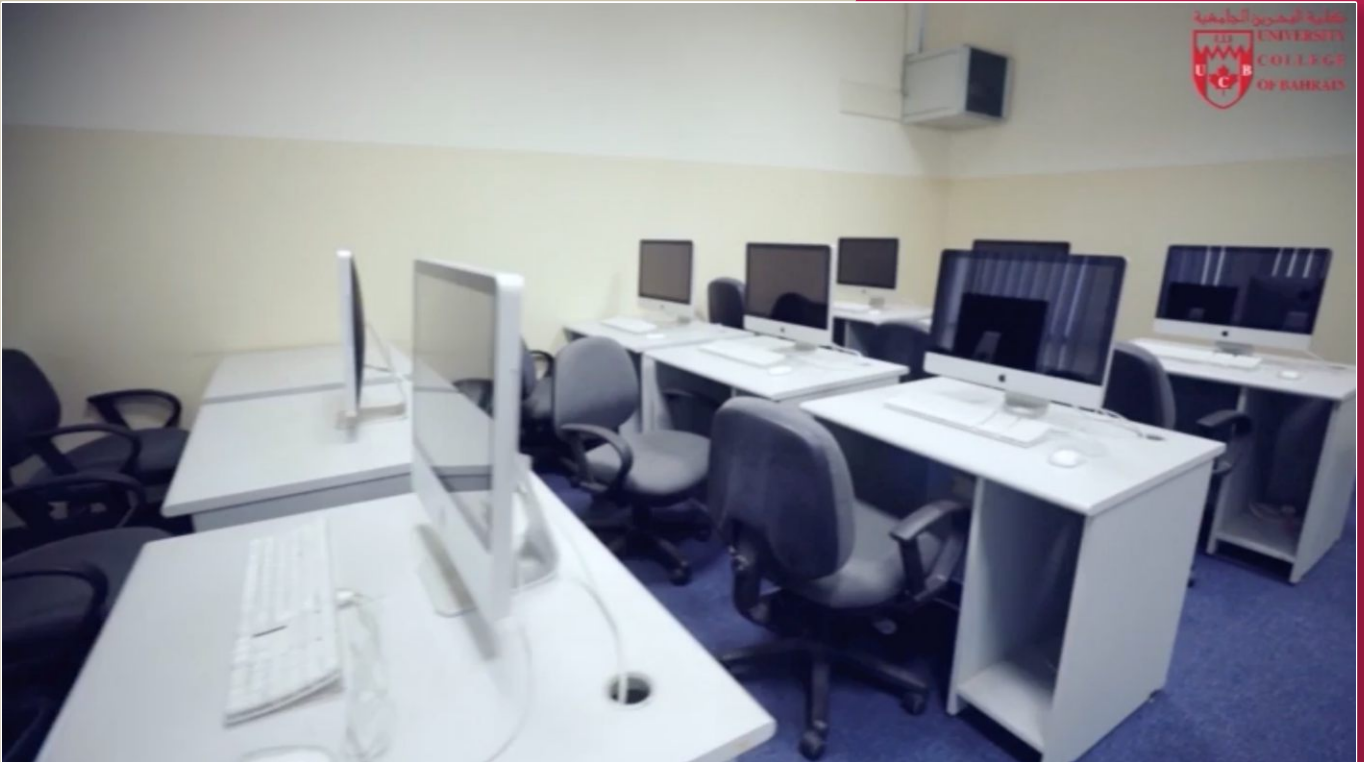
Steering through Transitional Phases

The onset of the COVID-19 pandemic has disrupted the way of teaching at higher education institutions. As a result, UCB shifted its teaching activities from classroom to online modes through the Microsoft Teams platform. The university easily communicated with the students and instructors through the platform, while enabling instructors to collaborate among their peers and work on projects at the same time. Course instructors for the MBA programs used research-informed teaching methods by encouraging interactive discussion among the students, giving a case study related to a specific topic, discussing and reviewing a journal article related to a particular topic, inviting a guest lecture, and encouraging debate activities. It also encouraged group activities to ignite students' engagement in digital learning.

The faculty members and professors at the university were equipped with training for conducting virtual classes via the Microsoft platform. Even before the beginning of the pandemic, its faculty members were engaging with the students using the platform. The university also encouraged collaboration between the industry and the college amidst the pandemic. Moreover, the industry and the well-placed alumni members have been in active contact with the students and participated through diverse ranges of online guest lectures.

Making Students 'Career-Ready'

UCB provides a plethora of career development opportunities to prepare students for a promising career. Its MBA students are experienced working professionals from a variety of sectors in Bahrain and Gulf Region, including ICT, banking/financial services, oil & gas, telecommunication, logistics, real estate/property, and others. The university seeks advice and incorporates the visions of its advisory board members who are experts from the industry and practitioners in designing curriculum and activities. The



university's MBA program is full-fledged and aligned with the current industry need and requirements. It is also designed to meet the current market trends and needs, such as strategic management, investment management and portfolio theory, international business, and information system analysis. The university highly affirms that the knowledge and expertise from the MBA program would uplift the graduation career of the students—making them more potential candidates.

In the future, UCB aims adoption of hybrid classrooms at MBA programs that can offer both digital education and in-person education activities. The hybrid model will benefit students in terms of teaching activities, networking and interactions. As for the instructors, it will allow them to prepare pre-recorded lectures for the remote students to watch and learn the study materials any time. Moreover, the university believes that online learning and a hybrid education model will assist in overcoming enrollment issues and financial shortfalls due to the pandemic.

C O V E R S T O R Y

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