



College of Business Administration

Program Goals & Learning Outcomes

Bachelor of Business Administration in Business Information Systems

September 2023

INTRODUCTION

The 'Business Information Systems' ('BIS') program is a newly developed specialization within the Bachelor of Business Administration degree of the College of Business Administration at Umm Al Quwain University. It focuses on all aspects of technology in modern business, and how technological solutions support corporate organizations and -decisions. In doing so, the program will complement UAQU's existing business degree programs in Finance & Banking, Accounting and Human Resource Management, as well as its newly designed specialization in Digital Marketing.

In the following, this brochure explains all program goals, contents, learning outcomes, course offerings, and study plans.

Degree and Program Goals

The College of Business Administration of Umm Al Quwain University strives to offer educational programs that equip the bright young minds of our students with the skill and knowledge for a long, successful and prosperous career in all areas of business administration. Specifically, we formulate five goals that are the backdrop to all our course-, program- and degree offerings:

1. Knowledge: Obtain in-depth knowledge on all matters of business administration in general, the respective area of specialization in particular, as well as basic economics.
2. Skill: Build a 'tool box' of specialized and applied state-of-the-art methods and techniques that are used in modern-day companies to tackle and solve problems in any area of business administration.
3. Quantitative Reasoning: Be equipped with a sound understanding of quantitative methods and their applications in all areas of business administration.
4. Critical Thinking and the 'Entrepreneurial' Mindset: Develop a reflective and critical way of thinking, and learn how to apply an entrepreneurial and 'disruptive' mindset to derive new and innovative value-creating solutions in any business-related context.

5. The Future Economy: Be introduced to Digitalization and Sustainability in every area of business administration, and understand solutions to the challenges faced by companies in their quest to successfully transition into the future-based economy.

We pursue goals 1-3 to equip our students with the 'tool box' of technical knowledge and skill, required for whatever career they choose in business or economics. Goals 4 and 5, in turn, are the 'values' that we want to instill in our students, in addition to the technical skill and knowledge. These values are crucial to our educational programs. They expand students' knowledge horizons by emphasizing innovative thinking, entrepreneurial mindsets or 'spirits' in approaching problem solving, and the important aspects of the 'future-based economy', that is, digital transformation and sustainability. We believe that particularly the latter aspect is paramount to a holistic business education.

Based on these College-wide core goals, we establish the goals of the BIS program as follows:

1. Knowledge: Obtain a detailed understanding of the underlying concepts in all areas of Business Information Systems, both with respect to fundamental core tools, such as ERP techniques and software design, and cutting-edge advanced tools, such as machine learning-based processes and Artificial Intelligence.
2. Skill: Develop state-of-the-art know-how to develop and use software tools across the full tech stack, including back-end and front-end solutions, and for B2B or B2C businesses.
3. Quantitative Reasoning: Be able to perform sophisticated data analytics to support decision making in organizations, especially with modern techniques such as Big Data.
4. Innovation & Entrepreneurship: Learn to use BIS tools in an entrepreneurial context, to be able to support the start and growth of young startup businesses from an operational perspective, and to develop innovative software products for startups.
5. The Future Economy: Understand, and find solutions to, the current and future challenges for BIS, particularly with respect to aspects of digital transformation and sustainability, as well as ethical concerns in the area of Artificial Intelligence.

Jointly, our curriculum addresses these five goals. Early core courses will lay the theoretic knowledge foundation, more advanced courses will focus on skill and quantitative reasoning, and our electives allow students to find their 'niche' they want to specialize in. Across all courses in the curriculum, we place emphasis on Goal 4 and 5. To name but a few examples: One course is specifically designed to address 'Digital Entrepreneurship' (BIS 379), and 'Business Intelligence II: Artificial Intelligence' (BIS 411) will discuss the ethical concerns surrounding Generative AI, or possible safety considerations in the field of AGI developments.

As these goals show, we aim at educating future technology and BIS specialists that are highly skilled and well-versed in all areas of BIS. Besides understanding all intricacies of the tech industry and acquire basic coding skills, our graduates will be able to use all cutting-edge software tools such as, but not limited to, Mendix, PowerBI, Tableau, Jira, MS Power Apps, Apache Hadoop, Softr, or Oracle/SAP, that support various functions and processes in companies today. By connecting tech skill with business knowledge, our graduates will be able to not only understand the 'tech' part of IT, but also know how to use it to support smart strategic and operational decision-making in businesses. With this skill and knowledge, and upon completion of their studies, our graduates can pursue a variety of careers based on their interests or strengths in the field. These can be roles in the IT or BIS departments of corporations, specialist consulting- or developer jobs, or CTO roles in startup businesses.

In the following, we elaborate more on the learning outcomes, curriculum structure, study plan, as well as course overviews and -descriptions.

Program Learning Outcomes

Based on the overarching goals of the College of Business Administration and the more specific goals of the BIS program, we formulate a variety of specific learning outcomes for the BIS program. In lines with Standards of the UAE Ministry of Education, the UAE Commission For Academic Accreditation (CAA), and the 'QFEmirates' degree qualification framework, these outcomes are grouped into the three categories of 'Knowledge', 'Skill', and 'Competence'. The program and its curriculum aim at addressing all of these outcomes equally, to ensure that students, upon successful completion of the program, have achieved every single outcome to the highest degree. As indicated in the right-most column 'Coverage', our curriculum addresses each the program learning outcomes fairly equally, and therefore ensures a balanced education across all desired learning outcomes.

Program Learning Outcomes (PLOs)

Upon successful completion of the program, students will be able to:

Category	PLO	Description	Coverage		
			CLOs ¹	Courses ²	
Knowledge	A.1	Understand the broad and underlying key concepts of the fundamentals of Business Information Systems (BIS), such as software design and -applications, ERP techniques, as well as data management and -analytics.	13	13	
	A.2	Demonstrate an understanding of contemporary and advanced Business Information tools, such as big data management and -analytics, as well as Machine Learning-based and Artificial Intelligence tools.	14	14	
	A.3	Understand the future challenges the tech industry faces on a local and global scale, in particular those brought by advancements in Artificial Intelligence, and the need for sustainable practices.	13	13	
Skills	B.1	Critically analyze and select the right BIS tools and techniques to digitize the entire business process across various business disciplines and industries, aiming to process data for the purpose of informed decision-making.	12	12	
	B.2	Apply state-of-the-art and contemporary BIS tools to solve complex business problems and address critical pain points across diverse industries, whether involving business-to-customer (B2C) or business-to-business (B2B) interactions.	17	14	
Competence	A&R	C.1	Develop and justify the innovative use of contemporary/advanced BIS tools individually or in a group context with no or minimal supervision to address unfamiliar and complex business problems.	15	14
	Role in Context	C.2.1	Adapt to the professional environment in the BIS/Technology industry, speak like a tech insider, and offer valuable work alongside BIS/Technology industry professionals.	11	11
		C.2.2	Apply advanced BIS tools across in an entrepreneurial context, and understand the importance of technological advancements for entrepreneurship and innovation.	10	10
	Self-Development	C.3	Combine the development of technical expertise with continuous personal growth to thrive in dynamic business and technological environments, while critically reflecting on the ethical standards of the BIS/tech industry, including challenges posed by cybersecurity/information security and the responsible development and deployment of AI/ML technologies.	14	14

¹ Indicates total number of CLOs (across all courses) covering each respective PLO

² Indicates total number of courses covering each respective PLO