



College of Business Administration

Program Goals & Learning Outcomes

Bachelor of Business Administration

Concentration in Finance & Banking

October 2023

INTRODUCTION

The 'Finance & Banking' program is a concentration within the Bachelor of Business Administration (BBA) degree at the College of Business Administration (COBA) at Umm Al Quwain University (UAQU). It focuses on all areas of capital- and financial markets and financial intermediaries, and educates students on all state-of-the-art tools and knowledge in the world of finance and banking today.

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

Strategic Perspectives and 'COBA 2.0'

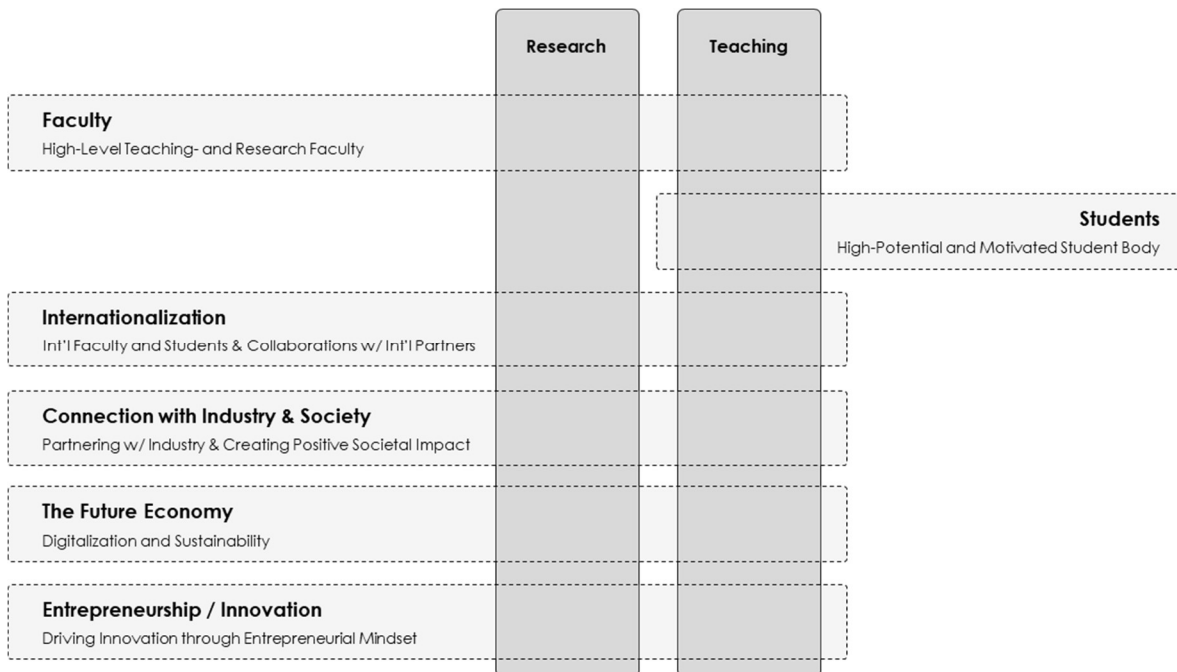
In all its concentrations, the long-term strategic objective of COBA is to pursue excellence in research and teaching. Both areas are closely intertwined and, as shown in the graph below, share six common features that constitute the foundation they rest on. Jointly, these common features represent the values and guiding principle for everything we do at COBA. We refer to them as our 'COBA 2.0' strategy for excellence.

The first two are our main assets: our faculty members and student body. On the faculty side, it is our goal to have a balanced mix of highly qualified teaching- and research professors. Having specialists in both areas allows us to offer a wide variety of courses with state-of-the-art contents and modern delivery techniques, while at the same time ensuring a high research output with impact studies published in the highest ranked international journals across all areas of business administration. On the student side, our goal is twofold. First, to attract the brightest and most motivated young minds to COBA, and to offer them the best possible education in the area of business administration. And second, upon completion of their studies, to place our graduates in desirable entry-level jobs that allow them to pursue long and successful careers in their field.

The third area is Internationalization, referring to our faculty and student body composition. At COBA, we firmly believe that talent has no boundaries, and bringing people from different backgrounds together to ensure the best possible exchange and learning experience. We therefore aim at the highest degree of diversity in our faculty and student body, to enrich COBA and UAQU not only with the best possible knowledge in the area of business administration, but also offer a rich and fruitful human environment as backdrop to our academic environment. In

doing so, we also aim at supporting the UAE in its quest to attract and retain outside talent for the benefit of a prosperous future.

The fourth foundational area is our Connection with Industry and Society. In our quest for academic excellence, we firmly believe in the tearing down of academic ivory tower walls, for two reasons in particular. First, it is crucial to understand the needs of the 'real' (business and economic) world to tailor our academic efforts towards addressing those needs and solving the resulting problems. Second, we cannot achieve true academic excellence – neither in teaching nor research – without real-world input from practitioners and the society as a whole.



Lastly, the fifth and sixth foundational areas serve as our contextual backdrop connecting all prior areas: 'The Future Economy' and Entrepreneurship & Innovation ('E&I'). The future (or future based-) economy is a neologism and umbrella term describing the most pressing current challenges companies face in the quest to transform themselves for a successful future. Commonly, these are (i) sustainability and (ii) digitalization/digital transformation. At COBA, we firmly believe that no business can be successful in the future without embracing all areas of sustainability and, in a wider form, ESG principles, as well as digital transformation. As businesses must embrace those concepts, so must business education and -research. We therefore aim at

incorporation sustainability and digitalization in everything we do. A similar notion applies to E&I. In today's fast-paced and competitive business landscape, fostering entrepreneurial spirit and driving innovation is crucial for long-term success. E&I is not just about creating startups; it's about instilling an innovative mindset in every facet of business. Just as with The Future Economy, we at COBA believe that E&I should be woven into the very fabric of business education and research. By resting on these pillars and pursuing those values, we hope COBA can offer a modern and high-quality curriculum to our bright and motivated students, produce highly sought-after and value-adding graduates to future employers, and be an active contributor to the scientific community in all research areas of business administration.

Degree and Program Goals

COBA 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-, concentration- and degree offerings:

1. Knowledge: Obtain in-depth knowledge on all matters of business administration in general, the respective area of concentration 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, and closely follow the fifth and sixth pillar of our 'COBA 2.0' strategy laid out above. 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 'Finance & Banking' concentration as follows:

1. Knowledge: Obtain a detailed understanding of the underlying concepts in all areas of Finance & Banking, both with respect to fundamentals, such as the theories underpinning modern finance, as well as cutting-edge applied knowledge, such as the functioning of modern financial markets.
2. Skill: Develop state-of-the-art know-how to develop and use industry-standard financial tools for asset- and security valuation, risk management, capital structure optimization, financial planning, structuring, engineering and forecasting, and much more.
3. Quantitative Reasoning: Understand the quantitative concepts underlying modern financial analysis tools, and be able to perform financial modeling, -valuation and -engineering using different software tools.
4. Innovation & Entrepreneurship: Learn about Venture Capital markets and how to use Finance in an entrepreneurial context, and understand how to fund the start and growth of young startup businesses.
5. The Future Economy: Understand, and find solutions to, the current and future challenges in the Finance industry, particularly with respect to aspects of digital transformation and sustainability.

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: the Risk and Insurance Management (FIN 407) course covers 'green' insurance products that encourage sustainable practices in business, and the course on Financial Markets & Institutions (FIN 351) covers Venture Capital and how its purpose is to fund entrepreneurial efforts and innovation. As these goals show, we aim at educating future specialists that are highly skilled and well-versed in all areas of Finance.

By becoming well-versed in all intricacies of the finance industry, our graduates will be able to value assets or companies, perform financial forecasting and modeling, optimize capital structures, understand fundraising considerations and procedures, measure and manage financial risk, deal in domestic and international equity-, fixed income and derivatives markets, obtain insights into alternative investments such as private equity and hedge funds, and develop basic skills in Fintech. 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 corporate finance or treasury departments of large companies, a variety of jobs in corporate, retail, transaction or investment banking or related financial intermediaries, working for an investment fund or pursuing a career in the area of Entrepreneurial finance on the investor- or startup side. 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 Finance & Banking BBA concentration, we formulate a variety of specific learning outcomes for the concentration. 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.

Program Learning Outcomes (PLOs)

Category		PLO	Description
Knowledge		A.1	Understand the broad and underlying key concepts in the area of finance, particularly corporate finance, asset management and -pricing, capital markets and -instruments, banking, and risk management.
		A.2	Demonstrate a comprehensive understanding of financial theories and models, as well as applied techniques and methodologies across all sub-categories within the area of finance and financial economics.
		A.3	Obtain an understanding of the future challenges financial markets and -institutions face, in particular those brought by advancements in digitalization, Web3, AI, as well as a need for sustainability and ESG practices.
Skills		B.1	Critically analyze specific problems across all areas of finance, and identify and select the correct methods or techniques to address them.
		B.2	Correctly and thoroughly use state-of-the-art methods and techniques used in the finance industry to solve theoretic or applied problems faced by financial institutions or in financial markets.
Competence	A&R	C.1	Develop and justify the use of innovative financial solutions individually or in a group context with no or minimal supervision to address unfamiliar and complex problems.
	Role in Context	C.2.1	Adapt to the professional environment in the finance industry, learn to speak like a finance insider, and offer valuable contributions alongside the work of qualified industry professionals.
		C.2.2	Apply the learned skills and knowledge in an entrepreneurial context, and how entrepreneurial finance and disruptive finance solutions can benefit markets and institutions.
	Self-Development	C.3	Critically reflect on the ethical standards of the finance industry including, but not limited to, the area of sustainable finance and ESG principles, and build the skills necessary to contribute to and advance them.