



## Bachelor of Science in Management

With Digital Technologies  
Management Focus



كلية أبوظبي للإدارة  
ABU DHABI SCHOOL OF MANAGEMENT

إحدى مؤسسات - A subsidiary of

غرفة أبوظبي  
ABU DHABI CHAMBER



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We have to ensure the new generation is equipped with knowledge and science so they can represent our competitive advantage in front of the whole world. Our only choice is quality.

”

*His Highness Sheikh Mohamed bin Zayed Al Nahyan  
President of the United Arab Emirates and Ruler of Abu Dhabi*

# The Abu Dhabi School of Management

The vision of the Abu Dhabi School of Management is to be a center of excellence for entrepreneurship, leadership, innovation, sustainability and management through the discovery and dissemination of knowledge. The School offers higher education that is aligned with the Abu Dhabi 2030 Vision. ADSM seeks to produce a new cadre of entrepreneurial managers – highly talented graduates equipped in the science of management, who take the lead in innovating, improving and enhancing their environments. Whether they find themselves in a start-up venture, a corporation, or a governmental organization, the alumni of ADSM attain and refine the knowledge and skills required to contribute to the economy and the community at large.

The Abu Dhabi School of Management is officially licensed by the UAE Ministry of Education- Higher Education Affairs and Abu Dhabi Department of Education and Knowledge 'ADEK' to award degrees in higher education. All academic programs at ADSM are authorized by ADEK and accredited by the Ministry's Commission for Academic Accreditation 'CAA'.

## International Accreditations, Ratings, and Memberships



# Bachelor of Science in Management

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The Bachelor of Science in Management (BScM) equips students with the knowledge and skills to make decisions within the context of the modern organizational trends and Industry 4.0 requirements. Offering a rich academic experience across diverse settings and methodologies, the BScM program distinguishes itself by incorporating emerging digital technology focus, setting it apart as a unique undergraduate management program in the UAE. Graduates are prepared to meet *QFEmirates'* level 7 criteria and align with international best practices. They will comprehend, execute, and address challenges, enabling them to make or recommend decisions that achieve desired organizational outcomes.

This program supports the pillars of the Abu Dhabi 2030 Vision, especially those directed at the promotion of a large empowered private sector, and a sustainable knowledge-based economy. The degree provides underpinning knowledge to students wishing to start a career in existing organizations or start their own new business.

The BScM degree consists of three key components:

- The General Education Program, which offers a well-rounded education.
- The Management Program, which concentrates on the management discipline.
- The Digital Technologies Management focus, designed to equip students with skills in areas such as big data, analytics, and AI to navigate the digital transformation effectively.



# Program Learning Outcomes

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## General Education Learning Outcomes

- Recognize topics in languages, history, culture in the Arab world and natural sciences.
- Integrate key concepts and recent developments related to information technology and socio-cultural challenges.
- Develop critical thinking skills to build logical arguments.
- Apply tools in mathematics and statistics for analysis and interpretation of data.
- Formulate clear and effective ideas using self-expression in written and oral communication.
- Defend arguments individually and collectively in teams for the successful achievement of team goals.
- Demonstrate the ability to use procedures, processes, and learning in a broad range of contexts.

## Management Program Learning Outcomes

- Identify specialized factual and theoretical knowledge in management that address internal challenges facing business/organization.
- Categorize the external forces influencing the business/organization position, its social responsibility, and ethical practices.
- Develop technical and analytical skills to propose sustainable solutions for specialized business problems in the field of management.
- Use appropriate research approaches to review recent trends that support a business/organization in aligning its practices with national/international strategic sustainability priorities.
- Demonstrate the ability to take decisions that promote the principles of entrepreneurship and innovation using internal and/or external sources of information.
- Evaluate the importance of teamwork in the achievement of organizational outcomes.
- Develop knowledge of digital technologies through a process of continuous learning for application in appropriate business contexts.



## Program Structure

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The BScM program is composed of courses that provide students with specialized knowledge in management. It consists of 41 courses totaling 123 credits at 3-credit hour for each course divided into:

- 10 courses totaling 30 credits in the General Education program (27 credits core and 3 credit electives),
- 31 courses totaling 93 credits in the Management program (81 credits core and 12 credits electives).

# Study Plan and Program Sequence

Year 1			
Semester 1		Semester 2	
ENG 101	English I	ENG 102	English II
GED 100	History and Culture of the Arab World	GED 121	Artificial Intelligence in the 21st Century
GED 120	Introduction to Logic and Critical Thinking	MIS 101	Fundamentals in Management Information Systems
MTH 101	Mathematics for Business	MTH 102	Introduction to Probability & Statistics
BUS 201	Introduction to Business	MGT 201	Fundamentals in Management

Year 2			
Semester 3		Semester 4	
MTH 201	Quantitative Methods	BUS 220	Research Methods
ECN 201	Principles of Microeconomics	FIN 201	Introduction to Finance
ACC 201	Fundamentals of Financial & Managerial Accounting	ECN 202	Principles of Macroeconomics
MKT 201	Principles of Marketing	DGM 210	Emerging Digital Technologies
INE 200	Entrepreneurship & Innovation	MGT 220	Operations & Supply Chain Management
		TBA	GED Elective



Year 3			
Semester 5		Semester 6	
MGT 310	Organizational Behavior	DGM 310	Digital Transformation
MGT 301	Human Resources Management	DGM 320	Fundamentals in Machine Learning for Business
BUS 301	Business Analytics	MGT 330	Fundamentals in Leadership
BUS 310	Business Law	GED 110	Emirati Studies
MGT 320	Project Management	MGT 340	Quality Management
		TBA	Program Elective Digital Technologies 1

Year 4			
Semester 7		Semester 8	
MGT 401	Business Strategy	MGT 430	Competitiveness & Sustainability
MGT 410	Business Ethics and Social Responsibility	TBA	Program Elective Management 2
DGM 410	Business Solutions with Artificial Intelligence	MGT 450	Business Internship
MGT 420	Managing Global Perspectives		
TBA	Digital Technologies Elective 2		
TBA	Program Elective Management 1		

### General Education Electives

(Select One Course)

GED 150 - Human Interaction and Behavior  
 GED 152 - Introduction to Psychology  
 GED 140 - Environment Sciences and Sustainability  
 GED 142 - Nutrition and Health

### Digital Technologies Electives

(Select Two Courses)

DGM 371 - Social Media Management  
 DGM 372 - Cryptocurrency in Business  
 DGM 373 - Digital Business Design  
 DGM 374 - Managing Digital Services in Government Entities

### Management Electives

(Select Two Courses)

FIN 471 - Entrepreneurial Finance  
 MGT 472 - Family & Small Business Management  
 MGT 473 - International Entrepreneurship  
 MGT 474 - Public Sector Management  
 MGT 475 - Healthcare Management

# Program Teaching Pedagogy

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## Teaching and Learning Methods

Over a duration of 16 weeks, the program will be delivered through interactive lectures. This helps students to deepen their understanding of the key theories, approaches, and practices used in the real world. Lectures will follow the syllabus and draw upon the main textbook and other key readings. Students are also required to explore management topics to extend their understanding further. This enables students to actively evaluate and critically discuss lecture topics. It is important that undergraduate students discuss key topics to formulate and to articulate their views and perspectives. The teaching and learning methods also include activities, case studies, tutorials, videos, labs and assessment strategies.

## Mode of Delivery

The BScM program is offered in a face-to-face teaching mode. The delivery of each course is designed to allow students to actively engage with the material and critically reflect on the content. In the Fall and Spring semesters, courses will be delivered over a 15-week period on weekdays between 8:00 am to 4:00 pm, in addition to one week for final examination. Each course will comprise two classes per week, each of 1hr 45 minutes in duration, and consist of a total of 45 contact hours of lectures and other learning activities. For laboratory courses, the allocation of 1 semester credit is given for two hours of laboratory time per week over a 15-week semester. Assessments and exams are conducted outside contacts hours. Classes will be held over two semesters in a year (Fall and Spring), in addition to an optional intensive Summer session. Full-time students will be able to complete the program in four years. For the internship course delivery and assessments, students should refer to the Internship Manual.





# Digital Technologies Management

ADSM's Digital Technologies Management focus within the Bachelor of Science in Management program is a strategic response to the evolving business landscape influenced by digital innovations. This program equips students with the skills to navigate the digital transformation, mastering areas like big data, analytics, and AI. Graduates are prepared to guide organizations through digital transitions, enhancing efficiency and competitiveness. The curriculum includes courses on Emerging Digital Technologies, Digital Transformation, Machine Learning for Business, and more, ensuring students are well-versed in the latest digital trends.





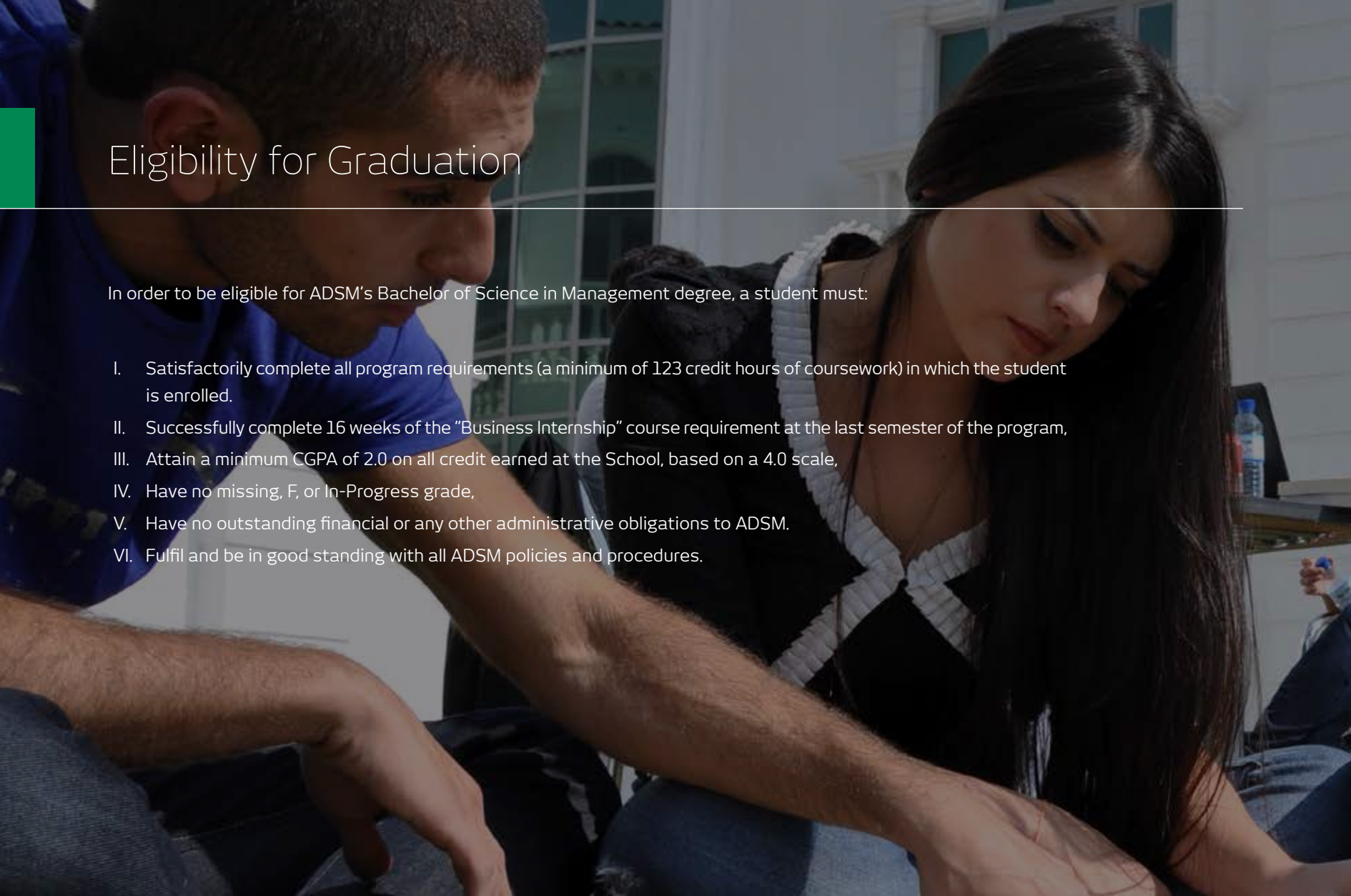
## Admission Requirements

ADSM accepts qualified national and international applicants into its BScM program in accordance with its established admissions criteria. Applicants must meet the School's minimum academic and English language requirements to enroll.

ADSM may accept applicants to the program as Direct Entry Admission, or Conditional Admission based on the credentials students submit with their applications.

Applicants may be required to complete non-credit bearing bridging courses before full admission.

The admission requirements and application deadlines are published on the ADSM website. The Recruitment Office can be reached by phone at **+971 2 691 7810** or by email at [studentrecruitment@adsm.ac.ae](mailto:studentrecruitment@adsm.ac.ae) for additional information.

A photograph of a man and a woman sitting at a desk, looking at a laptop screen. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a black and white patterned top. They appear to be in a classroom or office setting. The background shows a window with a view of a building.

# Eligibility for Graduation

In order to be eligible for ADSM's Bachelor of Science in Management degree, a student must:

- I. Satisfactorily complete all program requirements (a minimum of 123 credit hours of coursework) in which the student is enrolled.
- II. Successfully complete 16 weeks of the "Business Internship" course requirement at the last semester of the program,
- III. Attain a minimum CGPA of 2.0 on all credit earned at the School, based on a 4.0 scale,
- IV. Have no missing, F, or In-Progress grade,
- V. Have no outstanding financial or any other administrative obligations to ADSM.
- VI. Fulfil and be in good standing with all ADSM policies and procedures.



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P.O. Box 6844  
Abu Dhabi, UAE  
T +971 2 691 7811  
info@adsm.ac.ae  
www.adsm.ac.ae

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