



SKYLINE UNIVERSITY COLLEGE
University City of Sharjah



Expanding Horizons – 20 years of Academic and Professional Excellence

Introduces weekend BBA & MBA programs

Introduces Department to conduct Management Development Programs for the Government & Corporate world

Skyline University College

“Knowledge without action is useless and irrelevant”. These words of wisdom come from none other than the former President of India and the great Saint Scientist **Dr. A.P.J. Abdul Kalam** while he was addressing the Skyline University College’s students, faculty and staff along with several prominent dignitaries. The occasion was “20 Years of Academic Excellence” being celebrated by Skyline University College (SUC). Taking a cue from this lecture SUC is now in the process of further expanding its offerings of Business Education at the graduate and post graduate levels which are already one of the best and accredited to the Ministry of Higher Education and Scientific Research (MOHESR) of the UAE federal Government.

In 1990, Skyline University College was established to respond effectively and innovatively to meet the educational needs of students in the area of Travel & Tourism Management, International Business, Marketing, Information Systems and related business sectors. Since its inception, the pragmatic approach of the University College has recognized the non oil revenues generated out of Trade and Tourism in UAE. Hence, the University College made its mark as one of the first institutions to offer a fine blend of academic and professional education in these specializations, at the time when education was at its infancy in the U.A.E.



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Skyline has been a forerunner in recognizing the needs of the Industry, and, integrating knowledge with vocational inputs. The Bachelor of Business Administration degree on one hand prepares the students to meet the challenges of business environment, on the other; the **component of Major area sharpens their skills for ensuring success in professional arena. Skyline University College has added a third dimension to its education priorities since 2005. Besides Knowledge and skills**, it strives towards instilling values in its student body, thus graduating students who would not only contribute to the business environment, but, will act as catalyst towards making this world a better place to live in.

In this 20th year of its UAE operations, besides the lecture series, the University College organized several academic and socio-cultural events such as the **National Conference on Business Constancy recently concluded at SUC campus where it saw academicians, government officials and corporate leader from different section of the business.** As per the law of natural progression the University College has now proposed to extend its **bouquet of offerings to add yet another 'major' of Finance at the BBA level and another 'emphasis' of Human Resource Management at the MBA level from fall 2011.**

Extending further the opportunities for a large population of the UAE which is deprived of quality higher education due to their full time occupation during the weekdays, despite a strong will to acquire professional qualifications, **SUC has also decided to launch "Week End MBA and BBA" programs from fall 2011. The weekend MBA will offer all the three emphasis options of Finance, Marketing and Human Resource Management while the weekend BBA will offer the International Business major.** All these programs will be full time and credit bearing covering the minimum class room contact hours as per the MOHESR guidelines. Towards its commitment to the community it is the firm belief of SUC that these programs that will have the same quality standards as regular weekday programs will fulfill the much needed aspirations of convenient professional education to those who value the importance of such education thereby enhancing their career options.



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In yet another major initiative SUC has also revamped its Center for Professional Education (CPD) to offer various industry specific Management Development Programs (MDPs). These short duration programs are aimed at those professionals who are looking for enhancing their professional skills and update themselves on the newer developments & approaches in the field of Global Business Environment. These courses/programs are developed and delivered by highly qualified SUC faculty members who are experts in their respective fields and have decades of academic and industrial experience. These programs also incorporate international expertise in form of facilitations and industry practices as and wherever needed. Industry interaction has taken the form of art in managing all its courses at SUC. Industry captains are regular contributors to the syllabus and delivery of academic inputs at SUC. **It will not be out of place to mention here that SUC arguably is the first institution to publish a business journal (skyline business journal-since 2005) which** now is a sought after scholarly work adding to the existing body of knowledge of management sciences. The journal is listed in the elite global database EBSCO.

Skyline is committed to continue offering and conducting programs of academic and professional excellence to the aspirants in the UAE and maintain the trust of its patrons and stakeholders in the same spirit as it has been doing since 1990.