



Undergraduate Prospectus 20/21

Welcome to Ulster University.



It is our
people and their
successes
that truly set us apart.

At Ulster University, we want to give you the most rewarding student experience possible. From our teaching underpinned by world-leading research, to our focus on your future career and the many opportunities for you to discover your passions, we aim to give you the platform to excel.

We are renowned for our teaching excellence, underpinned by world-leading research. Your learning is directly influenced by distinguished experts making pioneering breakthroughs, the benefits of which are felt far and wide.

Our strong collaboration with industry is reflected in our dynamic course portfolio, meeting new and emerging sector demands to ensure industry-relevant programmes producing work-ready graduates.

This prospectus will give you a flavour of life at our Qatar branch campus; the unique student experience, central location and stimulating learning environment where you can pursue your ambitions.

Whatever your aspirations, at Ulster we want to give you a learning experience that will stretch your mind, help you embrace challenges and strive for the inconceivable. We want to make you the artists, engineers, scientists and entrepreneurs of tomorrow. We want you to come to Ulster University.

P. Bartholomew

With best wishes,
Professor Paul Bartholomew
Interim Vice-Chancellor



**Welcome
to Qatar**

It is our **belief** that education is the cornerstone of any **successful** nation.

It is a great honour and privilege to be welcoming Ulster University's rich academic and cultural history to Qatar. This partnership between Ulster University and City College Qatar replicates the strengthening ties between our regions in many ways.

Ulster University is more than an academic institution; it is a melting pot of people and ideas who have and continue to make significant contributions to the economic, social and cultural welfare of the people of Northern Ireland, the UK and now, Qatar.

Qatar and Northern Ireland are both ambitious countries with Education as the keystone to its development. As a proponent of this ambition, it is my pleasure to welcome you on behalf of City College Qatar to our new Ulster University Qatar branch campus. 2020 will mark the year that City College brings Ulster University's centuries-old practice of innovation, research and regional engagement to Qatar with the objective of building global thinkers who can innovate and create tangible value for their communities and the world.

True to the ethos of City College Qatar, we strive to educate our students through tangible exposure in their respective fields. We believe, that by coupling our internationally-recognised vocational track with Ulster University's proven methodologies, we can create the entrepreneurs, strategists and leaders of the future.

What better way to achieve this, than at the crossroads of East and West, in Qatar. As Qatar continues to grow, so too does its need for talent. Fortunately, being part of a small nation, we can leverage our access to industry players to understand their needs and future plans, tailoring our content and learning culture accordingly. With unparalleled industry opportunities provided to our students, we can truly say that our students will leave a footprint on Qatar, Northern Ireland, and the world.

Please explore this prospectus to learn more about how you can be a part of this exciting journey. We welcome you to explore our campus, meet our people and visit Qatar!

We look forward to welcoming you on campus.

Natra Saeed
Founder of City College Qatar and CEO of
Artan Holding

We are Ulster University.

Going to university is an exciting step and choosing where to study is an important decision that will shape your future. With four distinct campuses across Northern Ireland, and two branches campuses in London and Birmingham, it is the student experience that we offer which sets Ulster University apart.

With our new branch campus, operated via City College in Doha, you now have the opportunity to get a highly-valued degree from Ulster University while studying in Qatar - our only campus in the Gulf region.

From renowned teaching inspired by world-class research, to first class resources and facilities, all within an inclusive, supportive learning environment, we place ambition at the heart of everything we do to ensure you excel and unleash your full potential.

2ND 
IN UK FOR PHARMACY & PHARMACOLOGY
 (The Guardian, 2020)

4TH 
IN UK FOR BUILDING
 (The Times, 2020)

TOP 25% 
IN UK FOR OVERALL RESEARCH
 (REF, 2014)


TOP TEN
IN UK FOR BIOSCIENCES
 (The Guardian, 2020)

#1 
IN UK FOR OUTSTANDING IMPACT FOR LAW RESEARCH
 (REF, 2014)

7TH 
OUT OF 101 BUSINESS SCHOOLS FOR RESEARCH EXCELLENCE
 (REF, 2014)

OVER £45M 
INVESTED IN RESEARCH EVERY YEAR

24,000 
STUDENTS

1ST 
IN UK FOR OPTOMETRY, OPHTHALMOLOGY & ORTHOPTICS
 (Complete University Guide, 2020)

2ND 
IN UK FOR HOSPITALITY, EVENT MANAGEMENT & TOURISM
 (The Guardian, 2020)


WELCOMING STUDENTS FROM 100+ COUNTRIES

94% 
OF GRADUATES IN WORK OR FURTHER STUDY AFTER 6 MONTHS
 (DLHE Survey, 2016/17)

OVER 200,000 
ALUMNI WORLDWIDE

Leading edge research

Ulster is
renowned and
respected
for its world-leading
research.

Excellence in teaching, underpinned by world-leading research, is the foundation upon which every quality university is built. Ulster University has an outstanding reputation for teaching and a strong track record in research and innovation, addressing real-world issues of both local and global relevance.

Ulster is renowned and respected for its world-leading research, as demonstrated in the 2014 Research Excellence Framework (REF).

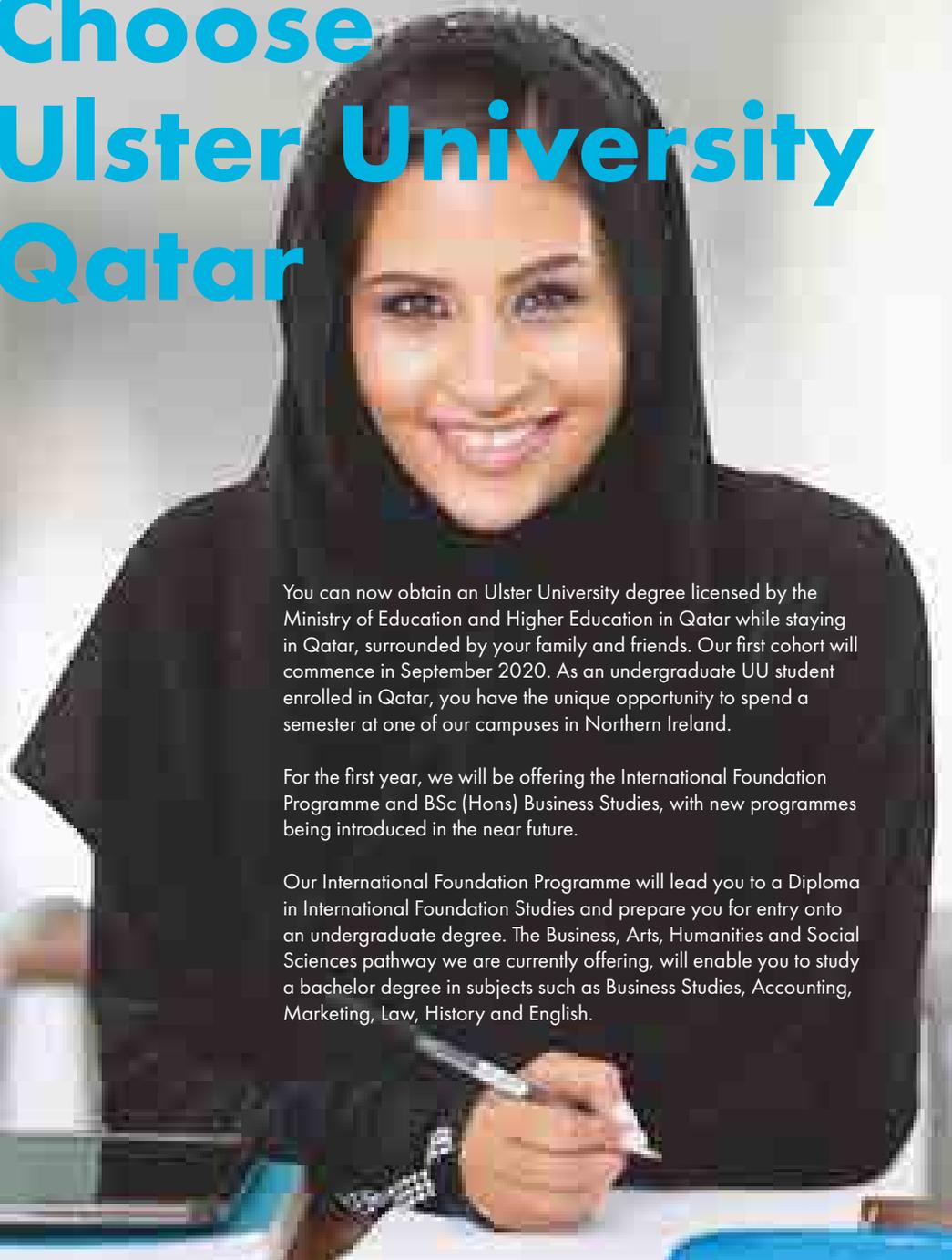
As an Ulster student, you benefit first hand from our discoveries and advances, working with leading academics to develop the knowledge and skills to transform our economy and society.

Each year we spend over £46 million on research. We continue to develop and invest in our capabilities to ensure we stay at the forefront of innovation.

FIND OUT MORE

ulster.ac.uk/research

Choose Ulster University Qatar



You can now obtain an Ulster University degree licensed by the Ministry of Education and Higher Education in Qatar while staying in Qatar, surrounded by your family and friends. Our first cohort will commence in September 2020. As an undergraduate UU student enrolled in Qatar, you have the unique opportunity to spend a semester at one of our campuses in Northern Ireland.

For the first year, we will be offering the International Foundation Programme and BSc (Hons) Business Studies, with new programmes being introduced in the near future.

Our International Foundation Programme will lead you to a Diploma in International Foundation Studies and prepare you for entry onto an undergraduate degree. The Business, Arts, Humanities and Social Sciences pathway we are currently offering, will enable you to study a bachelor degree in subjects such as Business Studies, Accounting, Marketing, Law, History and English.



**OUT OF 101 BUSINESS
SCHOOLS FOR
RESEARCH EXCELLENCE**
(REF, 2014)

Ulster University Business School

Our entrepreneurial and dynamic courses create the business leaders of tomorrow.

One of the largest providers of university accredited business education in the UK and Ireland our 60,000 alumni work across 120 countries to drive economic growth and make a difference – you could be one of them.

We also work with some of the UK and Ireland's biggest companies and have nurtured strong relationships with a variety of businesses and organisations to provide a broad range of invaluable opportunities and work experience for you.

We know how important it is to be industry ready in today's competitive job market and that's why our strong links with industry and our professional body accredited courses will give you a competitive edge upon graduation.

FIND OUT MORE

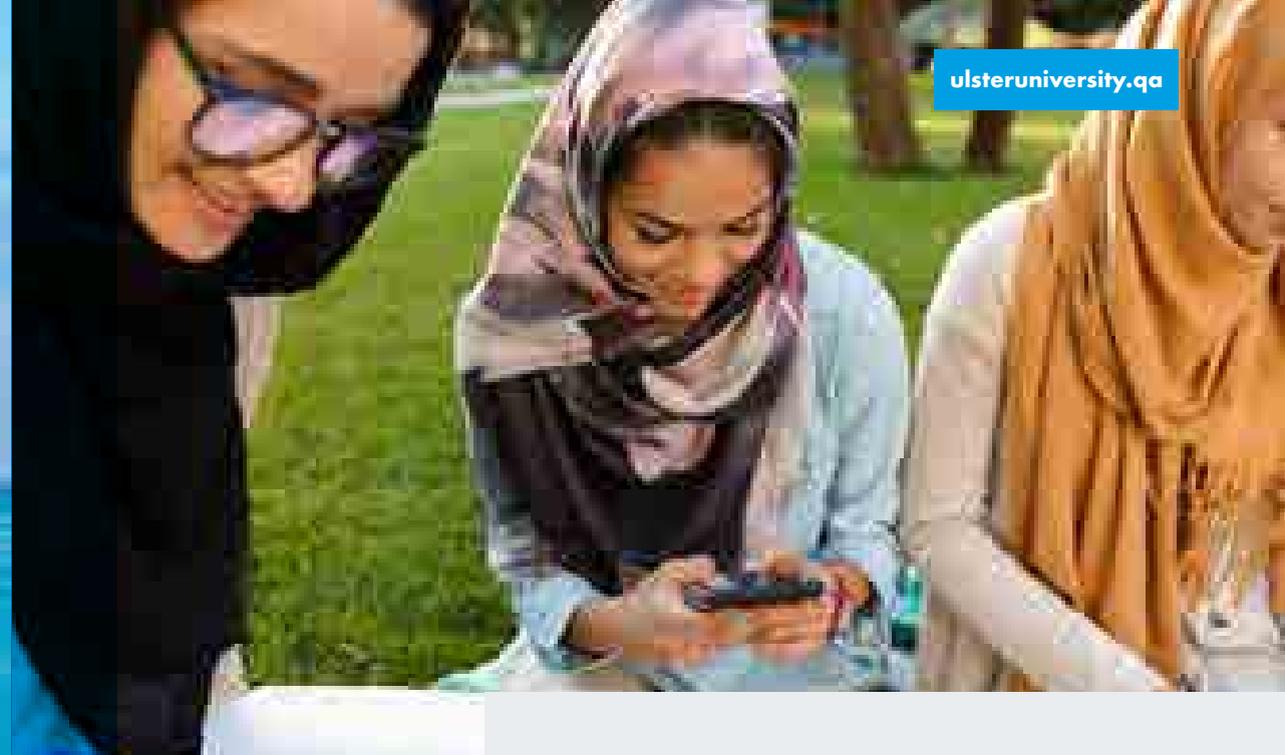
ulster.ac.uk/uubs



Explore Qatar!

Welcome to Qatar, a warm and welcoming land of beautiful contrasts, a dynamic and exciting cultural experience, with a sense of timeless serenity and tradition.

Qatar brings together old world hospitality with cosmopolitan sophistication, the chance to enjoy a rich cultural tapestry, new experiences and adventures. Qatar, a land of diversity, is getting ready to host the 2022 FIFA World Cup: football stadiums, museums, luxurious shopping malls, international restaurants, old souks, efficient public transport, sand dunes and green parks make this place a wonderful destination to discover.



Qatar is a friendly place where people from different cultures meet in a friendly and safe environment. You can do all sorts of sports activities, land adventure and enjoy the sea.

We invite you to explore Qatar!

The **Corniche**, the walkway running around the bay, is a popular destination for visitors, expats and locals to enjoy walking and picnicking.

Souq Waqif, a maze of curving alleyways crammed with loads of restaurants, coffee shops and tiny shops that sell souvenirs and useful everyday items like fabric, kitchen goods, shoes, clothes, hardware, spices and nuts.

The **Museum of Islamic Art** and the **National Museum** are both iconic buildings with a beautifully curated and high-quality collection, set to be a major world attraction.

The **Katara Cultural Village**, a beautiful place for a stroll by the sea, includes several restaurants with different cuisines from around the world. It houses the Opera House and several art galleries and the new Art Museum and theatre.

The Pearl, an attractive island, with cafes, shopping and boat sight-seeing.

A trip to the **inland sea**, deep in the desert where dune bashing (driving over dunes) is always exhilarating.



Building the university of tomorrow.

Ulster University Qatar operates in partnership with City College.

It is temporarily located in Abu Hamour, close to Doha Central Business District, with a new state-of-the-art standalone campus currently under development.

Progressive
learning
and
teaching

Your future career starts here.

The Ulster experience not only offers you academic excellence, but you will also be part of a friendly and welcoming university, committed to providing you with a quality student experience.

Our learning experience is career-focused and relevant, offering a range of opportunities to enhance your CV and stand out to potential employers. This ensures that you graduate with the knowledge, skills and confidence to make your mark in a competitive job market.

Teaching Excellence

The quality of our teaching ensures that your learning experience is of the highest academic standard. Our programmes are regularly reviewed and we constantly monitor the changing employment market to ensure you attain the relevant knowledge, skills and professional qualifications to excel in your future career. Many of our academic staff have industry experience, which shapes and informs the teaching you receive at Ulster.

Professional accreditation

Most of our degree programmes are developed in collaboration with industry and professional bodies. Many also offer an additional professional qualification or accreditation, something you will find invaluable once you graduate.

Career Planning

Our Careers and Employability Service offers friendly and impartial advice to help you plan your career, as well as helping you to develop your employability skills.

The Careers and Employability Service offers face-to-face, email and telephone advice, they will also be on hand to support you from your first day of enrolment right through to graduation and beyond.

Ulster is a multi-campus university with four distinct campuses across Northern Ireland, two branch campuses in London and Birmingham and now a third, new branch campus in Qatar.

While each campus differs in size and has its own distinctive atmosphere, wherever you choose to study, you can be sure of a first-class student experience.

Life on campus



The Ulster experience not only offers you academic excellence, but you will also be part of a friendly and welcoming university, committed to providing you with a quality student experience in a unique and diversified environment.

We encourage our students to undertake activities outside of their studies, socialise, have fun and engage in helping communities, giving them a competitive advantage.

Student-driven extracurricular social activities are organised throughout the year, bringing together students, faculty and staff, and reaching out to the wider community as well.

Study Abroad in Northern Ireland

As an enrolled undergraduate student at Ulster University Qatar, you can choose to spend a semester at one of four campuses in Northern Ireland.

Belfast

The Belfast campus is situated in the artistic and cultural centre of the city, the Cathedral Quarter.

Coleraine

The feeling of community at our Coleraine campus makes for a warm and welcoming student experience. The relaxed, outdoor atmosphere of the north coast is reflected in the feel of this thriving campus.

Jordanstown

Jordanstown is the largest of Ulster's campuses, located just seven miles north of Belfast. Sport plays a significant part in the life of the campus which is home to the Sports Institute of Northern Ireland (SINI).

Magee

The friendly village atmosphere of our Magee campus offers an intimate learning environment in the heart of Northern Ireland's second city, Derry~Londonderry.

A Taste of Northern Ireland.

Northern Ireland is renowned for its friendliness and warm welcome. Its vibrant cities, unspoilt countryside, efficient public transport and minimal congestion ensure a quality of life unsurpassed by few.

No matter where in the world you are from, studying in Northern Ireland will be an unforgettable experience.

Come and enjoy our green landscape and dramatic coastlines – not to mention our cultural and historic rich cities.

Embrace your surroundings and pack as much into your time outside your studies. Northern Ireland is a great destination for lovers of good food and great events. Only in Ireland you can follow Titanic's remarkable journey from the drawing board to the slipways, or stand on the vast floor of the dock where she was fitted out – her last footprint on land.



Belfast is the Most Affordable City in the UK*



Happiest people in the UK*



Lonely Planet's Top Region to visit in 2018



Image courtesy of © Christopher Heaney



I love the Northern Irish people. They are the nicest body of people I've ever had the pleasure of getting to know. You make friends with strangers and it makes all the difference.

Emily Villari, USA
BSc Advertising





Here to support you

Life as a student is exciting but it can also be demanding. You may face personal challenges and that's where we can help. Our Student Wellbeing team can help you with a range of issues to ensure you make the most of your time at Ulster. Our professional services are free, confidential and inclusive for all Ulster students.

Health and wellbeing

Our team provides advice and guidance for many student concerns, such as academic matters, coping with stress and dealing with personal issues. We want to help you take good care of yourself, both physically and emotionally during your time at university.

Money matters

Our team can help you to adapt to student life by providing budgeting and money management advice to empower you to live within your means. We can also offer advice on financial matters including tuition fees, bursaries and access to financial support.

Disabilities and medical conditions

If you have a disability or long-term medical condition including mental health difficulties or specific learning difficulties (e.g. ADHD, Dyslexia), please let us know when you apply to Ulster. Our accessibility team will be able to advise you on the range of support available.

Counselling

At Ulster University students can access face-to-face counseling support. No information from your counseling sessions can be shared without your direct permission, unless you are in danger of posing a threat to yourself or others. Students wishing to receive counseling will be asked to read and sign our "Counseling Confidentiality and Consent Form" before starting. Our professional services are free, confidential and inclusive for all Ulster students.

FIND OUT MORE

 support@ulsteruniversity.qa

 (+974) 40 198 194



How to apply

You can apply directly to Ulster University Qatar website. We aim to make you an offer within two to three working days from receipt of a complete application.

Need help?

Talk to our Admissions Officer:

@ admissions@ulsteruniversity.qa

Applying to Ulster University Qatar

1

Select a course

Go to ulsteruniversity.qa and check our "Courses"

2

Check your course entry requirements

Go to ulsteruniversity.qa and check "Apply", "Entry requirements"

3

Download The Application form

Go to ulsteruniversity.qa and check "Apply", "How to apply" and download the application form

4

Apply online

Submit your application form and attach your supporting documents to admissions@ulsteruniversity.qa

5

Receive your Letter of Offer

We will email this to you.

6

Accept your offer

Meet the conditions of your offer and pay your deposit

Your learning experience

Studying at university is not the same as studying at school. The main difference is that you are expected to study independently – to organise your time to study effectively by deciding which materials to study and how. You will be required to read about your subject (reading lists are generally provided, particularly in the first year), prepare for seminars and complete assignments. You will have a studies adviser to support you, but remember to keep staff informed if you are having any difficulties.

Academic year

The academic year is divided into two semesters. The first semester runs from September until mid-January and the second from late January to May. Each semester comprises 12 weeks of teaching followed by an exam period.

Full-time students will typically study three modules in each semester (18 modules of study make up a standard three-year degree programme).

Most modules are assessed through coursework and/or exams. The first semester exams are in early January and the second semester exams are in May.

Lectures, seminars and tutorials

Teaching is delivered through lectures, seminars and tutorials, and sometimes practicals and fieldwork. Lectures are formal teaching sessions, often with a larger group of students. Seminars, which usually provide a form of follow-up to lectures, take place in smaller groups and are often used to promote group discussion about a specific topic. In tutorials, a small number of students meet with a tutor to discuss work and to raise points of particular interest or difficulty.



General entry requirements

The general entrance requirements identify the minimum qualifications needed for application to a course at Ulster.

Undergraduate entry requirements

Competence in written and spoken English is a General Entrance Requirement for entry to all courses, with some courses also requiring specific grades for mathematics.

Each programme/course will have slightly different requirements, so it is always best to check the relevant subject's entry requirements.

FIND OUT MORE

ulsteruniversity.qa

English language support

What if I don't meet the English language requirements?

If your English IELTS score does not meet the requirements, you may be offered a conditional offer. You can ask about our English Language support courses, delivered through our partner college, that will help you improve your English and meet the required conditions.

Our partner, City College, is an IELTS Registration Centre recognised by the British Council. The team are experienced native-language experts from the UK with specialist knowledge and skills; they are committed to providing high quality language education and to guiding you to boost your proficiency in the English language and achieve your IELTS target band scores.

FIND OUT MORE

citycollege.edu.qa/ieltscourses

Finances are an important consideration for students. As an Ulster University student you can take advantage of our competitive fees, early bird discount and flexible payment options.



Payment policy

Early bird advance payment

A 10% discount is available when you pay your tuition fees in full on, or before, the first date of instalment.

Flexible payment

To help spread the cost of your studies, tuition fees can be paid in instalments while you learn. Please check with our Finance department regarding special payment plans.

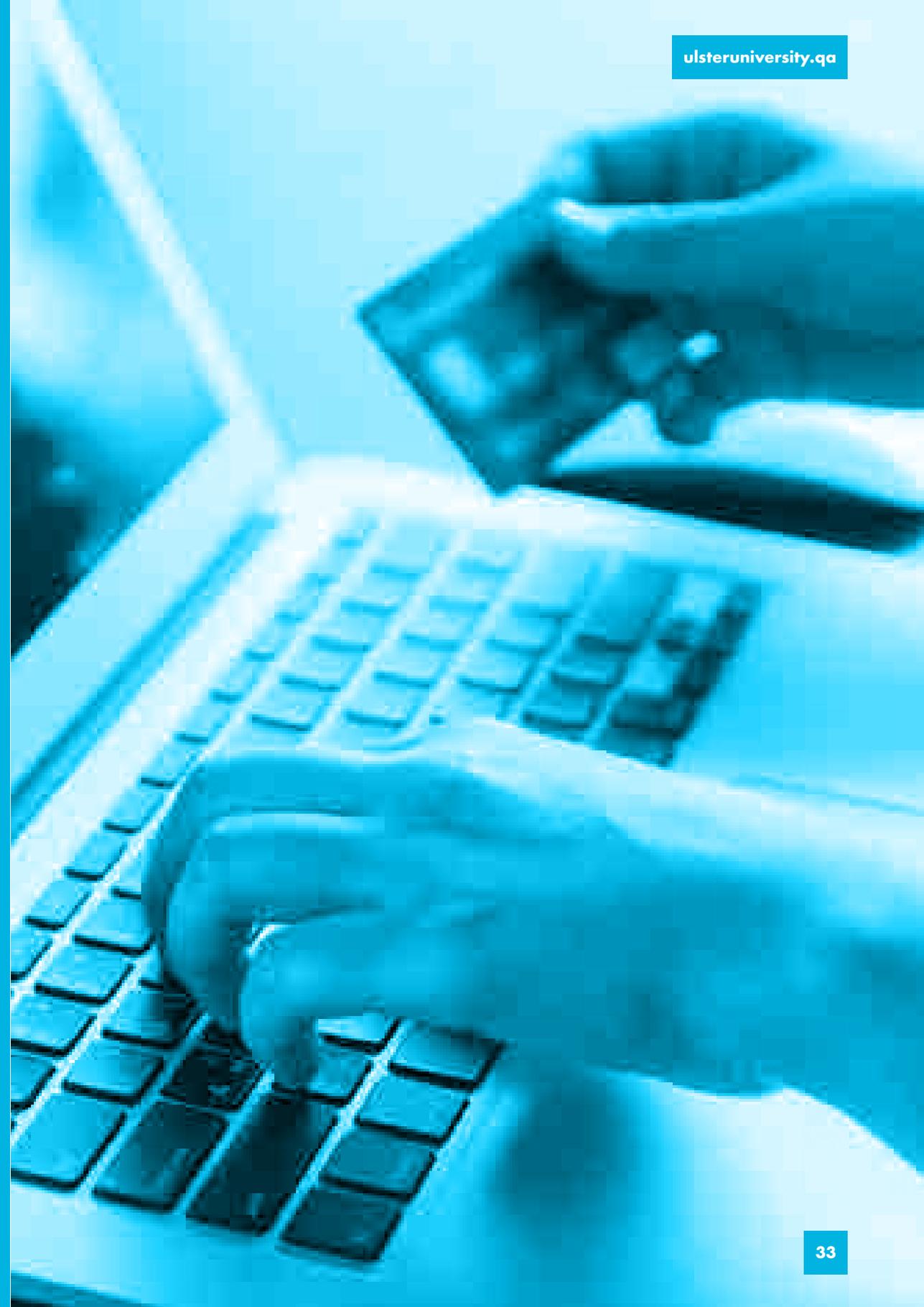
Payment methods

Tuition fees are payable in Qatari Riyals. We accept payment by Banker's cheques, Direct Bank Transfer and all major credit and debit cards.

Please notify our Finance department of a bank transfer payment by emailing a copy of the bank transfer together with the corresponding invoice number.

FIND OUT MORE

finance@ulsteruniversity.qa





Sponsorships & scholarships

Ulster University Qatar offers scholarships to students who demonstrate academic excellence in their studies.

In its keenness to widening access to Higher Education, Ulster University Qatar also allows students whose families may be experiencing challenging financial situations to benefit from a scholarship to assist with university fees.

Students can apply for a scholarship. Applications are assessed individually.

To be eligible, candidates must:

- hold a Qatari passport or residency permit
- be in receipt of an offer to study at Ulster University, Qatar
- meet the entry criteria and conditions

FIND OUT MORE

admissions@ulsteruniversity.qa

Qatari Students

As part of the Qatarization strategy, if you are a Qatari national, you can benefit from the scholarship/ sponsorship programmes related to private companies and governmental entities where the company hires you under the programme, pays your tuition fees and provides you with a monthly allowance. Once you receive an offer from us, you can start your search for potential sponsors.

If you are a Qatari employee, you can check with your company's HR department to find out whether the scholarship programme is available to you.

If you will be receiving sponsorship from a company, please make sure to submit the letter directly in a sealed, stamped envelope or through the company via email to

admissions@ulsteruniversity.qa

If this document is not in English, it must be submitted along with an officially certified English translation.

Tuition fees are then paid by the sponsor in line with the University's payment policy. Students who are not sponsored can ask about our flexible payment plans.

Non Qatari Students

Early bird advance payment

A 10% discount is available when you paid your tuition fees in full on, or before, the first date of instalment.

Flexible payment

To help spread the cost of your studies, tuition fees can be paid in instalments while you learn. Please check with our Finance department regarding special payment plans.

Please notify finance at finance@ulsteruniversity.qa for bank transfer payment by emailing a copy of the bank transfer together with the corresponding invoice number.

International Foundation Programme

About this course

The International Foundation Programme (IFP) offers international students, who are not eligible for direct entry, an alternative route to studying an undergraduate degree at Ulster University.

We are currently offering the Business, Arts, Humanities and Social Sciences pathway.

This pathway prepares you for degrees in subjects such as business studies, marketing, accounting, law, history and English.

2 intakes a year:

September - January

Mode of study:

Full-time (day classes)

Duration:

2 Semesters

Entry requirements

To be eligible for the International Foundation Programme you must:

- Be 18 years old or over upon completion of the International Foundation Programme.
- Successfully completed the General Secondary Education Certificate or Qatar Senior School Certificate (Grade 12, Thanawiyah) with a minimum of 50% in 5 subjects.
- Attain an Academic IELTS overall score of 5.0 (with no contributing band score of less than 5.0).

Other international qualifications will be considered on merit for equivalency with the above requirements.

What will you study?

SEMESTER 1:

Introduction to Entrepreneurial Leadership

(20 credits – compulsory)

This module introduces you to the concepts of leadership from a global and local business perspective. It will also give you the opportunity to explore entrepreneurial leadership practice and what this means at an individual level.

English with Study Skills

(20 credits – optional (depending on English Language ability))

English with Study Skills is a foundation course in English for academic purposes. Students develop skills for understanding and processing academic input in the English language medium, and learn how to speak and write effectively at university.

Foundation in Mathematics

(20 credits – optional)

This module will provide you with the necessary Mathematics to support you in your study at University in preparation for further modules and further undergraduate study, which require you to have a sound knowledge of key Mathematical concepts.

OR

Introduction to British and Irish Society

(20 credits – optional)

This module aims to foster better awareness of the impact of processes of globalisation. The module will specifically increase awareness and provide the means for better analysis of the changing cultural and economic circumstances of specific countries as well as helping you think about similar changes taking place in differing contexts.

SEMESTER 2:

Exploring Cultural Identities

(20 credits – compulsory)

This module offers all students, from both pathways, to learn together and explore ideas and realities of culture, as well as, self, group, community and national identities. The module offers students time to explore ideas unique to their own cultural identity against the backdrop of cultural identity issues. Providing students with a coherent, impartial analysis of the cultural identity themes that have shaped society, is central to this module's delivery.

By so doing, we offer the student a context for an emergent modern society into which they can draw comparisons, differences and value judgments from their own experience of cultural identity.

Introduction to Accounting and Mathematics for Business

(20 credits – compulsory)

This module will help you to understand the practical aspects of business finance and decision-making. You will develop an appreciation of accounting and financial information in business decision-making and financial control.

This module is recommended if you wish to study a bachelor degree in Business, Marketing, Finance or Accounting.

English for Academic Transition

English for Academic Transition enables students to consolidate and further enhance the language and study skills acquired in the Semester 1 module English with Study Skills. Successful completion of this module indicates a level of competence in English appropriate for undergraduate study at Ulster University.

Compulsory for students who have completed English for Study Skills module who need to acquire a IELTS level higher than 6.0 in order to meet the criteria set out by their progression degree.

OR

Extended Critical Thinking for Undergraduate Study

(20 credits – optional (depending on English Language ability))

This module seeks to harness English Language capabilities and develop Critical Thinking to raise levels of written English. This module will inform, develop and challenge your ability to engage in normative thinking strategies. Critical thinking will enhance your interest, motivation and success in a given subject. These skills can be transferred into writing in English and in preparation for academic readiness, success and progression.

Business Studies (BSc Hons)

This degree prepares you for a career in business management in industry, commerce or the public sector. It focuses on the acquisition and application of knowledge relevant to the role of the manager in the rapidly changing environment which is the modern business world. The course also provides you with opportunities to develop and enhance your range of personal and interpersonal transferable skills which are vital to successful performance in the workplace.

The programme is recognised by a number of professional bodies related to accountancy, marketing and human resources. On successful completion of the programme, students have sought exemption from professional bodies such as the Institute of Chartered Accountants (ICA), the Chartered Institute of Management Accountants (CIMA), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Marketing (CIM) and the Chartered Institute of Personnel and Development (CIPD).

Graduates possess a combination of knowledge and skills which is attractive to a wide range of potential employers. The career opportunities available include management level posts in finance, production, purchasing, personnel and marketing in industry and commerce, both in Northern Ireland and further a field. Many graduates pursue successful careers in the civil service, government agencies and other public sector organisations.

Each year a number of graduates proceed to postgraduate studies in this University or elsewhere.

Entry requirements:

Entry point: Foundation

- Be 18 years old or over upon completion of the International Foundation Programme.
- Successfully completed the General Secondary Education Certificate or Qatar Senior School Certificate (Grade 12, Thanawiyah) with a minimum of 50% in 5 subjects.
- Attain an Academic IELTS overall score of 5.0 (with no contributing band score of less than 5.0).

Other international qualifications will be considered on merit for equivalency with the above requirements.

Entry point: Year 1*

- Completion of 13 years of education to include successful completion of General Secondary Education Certificate or Qatar Senior School Certificate to include 50% or above in Mathematics **AND**
- Three A Level's Grade C, C, C or IB Certificate (minimum 24 points, with at least 12 points at higher level) or Pearson BTEC Level 3 at Extended Diploma level (MMM profile) **AND**
- Academic IELTS overall score of 6.0 (with no contributing band score of less than 5.5) **OR**
- Successful completion of Ulster's International Foundation Programme.

Other international qualifications will be considered on merit for equivalency with the above requirements.

* Subject to final University approval

Entry point: Final year

- GPA at a 3.2 level or higher to be equivalent to 60% + or a merit profile or more in HND in Business or equivalent qualification for full-time students **OR**
- Pass profile or more in HND in Business or equivalent qualification for part-time students **AND**
- Academic IELTS overall score of 6.0 (with no contributing band score of less than 5.5) **OR**
- Evidence of successful completion of a recognised Level 5 qualification studied through the medium of English.

If you have completed 12 years of high school (Grade 12 / Thanawiyah) you will successfully complete the International Foundation Programme before progressing to year one of BSc (Hons) Business Studies.

What will you study?

YEAR 1

Introduction to Accounting for Business

Introduction to Business Accounting provides an introduction to financial and management accounting. The background to the requirement to produce, and the purpose of preparing accounting statements is examined. The module introduces the student to the study of accounting as it impacts on business and economic activity. In particular it considers the preparation of basic financial statements for sole-traders and introduces the student to terminology used in cost determination and pricing.

Management Skills

This module is designed to introduce students to the main skills required to produce academic work at university. It introduces students to university resources such as the library and highlights how these resources can be used in writing assignments. It also ensures students have a basic knowledge and usability of Microsoft's office software which will be utilised widely during university studies.

Introduction to Management

This module introduces students to the study of management, and the role of the manager within the business organisation. The characteristics of organisations (the context for management work) are examined, and following on from this the module provides an introduction to the core functions of management. Topics studied include the functions of planning, organising, managing people and organisational control.

Principles of Marketing

This module provides students with an appreciation of the nature, scope and breadth of the fundamental concepts and principles of marketing. It represents a key underpinning to subsequent marketing related modules within degree programmes.

Business Awareness and Analysis

This module will enable students to understand the business environment by developing an integrated perspective of the political, legal, economic, social-cultural, demographic, technological and ethical environments. An overall picture of the organisation and their relationship with these environments will be formed.

Business and the Economy

This module will introduce the principles, implications and outcomes of economic behaviour as they relate to the built and business environments with an emphasis on demonstrating a real world application, where appropriate. The module provides a basis for the study of any second or third year modules with economic content.

YEAR 2

Accounting for Business Decisions

The module informs and equips students to effectively respond to a plethora of potential issues that can arise in business, particularly those pertaining to investment, financing and costing decisions. The module aims, through a variety of teaching and learning mechanisms, to equip students with a knowledge of the main techniques used in accounting and business to competently assess and to understand the main issues and ramifications of decision making in business.

Operations Management

This module equips students to understand the issues concerned with managing an organisation's resources and to appreciate the complexity of problems related to monitoring and managing operational performance. The teaching and learning methods incorporate inherently practical activities that are representative of the subject. The module demonstrates the importance of operations management to every organisation's success.

Career Entrepreneurship

Understanding the diverse career options within business is essential if students are to understand and develop the skills and attributes that employers across different markets are seeking. This module aims to engage students in their own employability development as well as aid their understanding of what recruiting employers look for and in particular why they look for specific attributes.

Managing People

This module focusses on the various processes that can be used within an organisation to maximise an individual's motivation, abilities and performance with a view to positively impacting personal goals and those of the organization. To that end, the syllabus concentrates on potential transformation processes that might lead to 'commitment' rather than a reliance on 'compliance' in the workplace.

Digital Enterprise

This module aims to provide students with an understanding of e-business and its applications in different organisations. On successful completion of this module students will have an in-depth knowledge of the e-business; understand and apply concepts and models underlying e-business; analyse how organisations apply e-business technologies to improve their operations and to create competitive advantage; and critically evaluate current practice on creating and managing e-business applications.

Marketing Management

Marketing management develops managerial concepts and frameworks of marketing analysis, planning, implementation and control. Students will explore many of the key topic areas within the wider scope of the marketing discipline. The emphasis throughout will be on the management of marketing through Planning, Implementing and Controlling marketing activity in the firm.

YEAR 3

Governance, Risk and Ethics

The module informs and equips you to effectively respond to the governance challenges organisations face today. The module aims to investigate the key components for securing the highest standards of effective corporate governance.

Leadership and Change

Managing change is an increasingly important aspect of the manager's role. This module will equip you with the knowledge, skills and abilities to recognise and understand the need for change and the nature of the change required, and to deploy a range of measures (tailored to the diagnosis) to ensure that the change process is managed and led effectively and efficiently.

Global Marketing

In an increasingly global environment this module seeks to develop your understanding of the socio-cultural, economic, legal and political variables which will impact on the international decision making and planning processes of an organisation and influence international marketing mix strategies.

Business Strategy

This integrative core module, which places particular emphasis on achieving a balanced understanding of strategic management theory and practice, introduces the concept of Business Strategy. It aims to develop your awareness and understanding of the means by which viable business strategies can be developed and implemented in a complex and challenging competitive climate.

Enterprise Development and Entrepreneurship

This module enables you to develop an understanding of business formation and development from an entrepreneur's perspective. Not only will you develop an awareness of the role of the entrepreneur in the enterprise development process but you will also develop capabilities to recognise, plan and develop new venture opportunities. You will understand the consequences of decision-making in all aspects of enterprise development including sales and marketing, human resources, finance and operations.

Effective Organisations and the Consultancy Process

This module seeks to provide you with the opportunity to develop consultancy skills through the research and management of a consultancy project relating to organisational effectiveness. You will have the opportunity to apply knowledge and skills acquired in order to produce a range of acceptable solutions to problems faced by an organisation.

Disclaimer

1. The University endeavours to deliver courses and programmes of study in accordance with the description set out in this prospectus. The University's prospectus is produced at the earliest possible date in order to provide maximum assistance to individuals considering applying for a course of study offered by the University. The University makes every effort to ensure that the information contained in the prospectus is accurate but it is possible that some changes will occur between the date of printing and the start of the academic year to which it relates. Please note that the University's website is the most up-to-date source of information regarding courses and facilities and we strongly recommend that you always visit the website before making any commitments.
2. Although reasonable steps are taken to provide the programmes and services described, the University cannot guarantee the provision of any course or facility and the University may make variations to the contents or methods of delivery of courses, discontinue, merge or combine courses and introduce new courses if such action is reasonably considered to be necessary by the University. Such circumstances include (but are not limited to) industrial action, lack of demand, departure of key staff, changes in legislation or government policy including changes, if any, resulting from the UK departing the European Union, withdrawal or reduction of funding or other circumstances beyond the University's reasonable control.
3. If the University discontinues any courses, it will use its best endeavours to provide a suitable alternative course. In addition, courses may change during the course of study and in such circumstances the University will normally undertake a consultation process prior to any such changes being introduced and seek to ensure that no student is unreasonably prejudiced as a consequence of any such change.
4. The University does not accept responsibility (other than through the negligence of the University, its staff or agents), for the consequences of any modification or cancellation of any course, or part of a course, offered by the University but will take into consideration the effects on individual students and seek to minimise the impact of such effects where reasonably practicable.
5. The University cannot accept any liability for disruption to its provision of educational or other services caused by circumstances beyond its control, but the University will take all reasonable steps to minimise the resultant disruption to such services.

Useful Contacts

We are here to help and welcome enquiries from students interested in applying to Ulster University Qatar, current offer-holders and our educational partners.

Current address:

Ulster University | Qatar
Operated by **City College**
Jeera Building 39
Barwa Commercial Avenue
Abu Hamour, Doha, Qatar

+974 40 198 198

For enquiries:

info@ulsteruniversity.qa

For admissions:

admissions@ulsteruniversity.qa

www.ulsteruniversity.qa

Regular Opening Hours:

Sundays to Thursdays, 8am to 5pm



Qatar

Licensed by the Ministry of Education
and Higher Education in Qatar



Ulster University Qatar
In partnership with City College



 [CityCollege_Qatar](#)

 [CityCollegeQatar](#)

 [@city_qatar](#)

 [@City_college](#)

ulsteruniversity.qa