

COLLEGE OF

BUSINESS ADMINISTRATION



UNIVERSITY OF
BAHRAIN
BRIDGE TO THE FUTURE



His Royal Highness

Prince Khalifa bin Salman Al-Khalifa

Prime Minister



His Majesty

King Hamad bin Isa Al-Khalifa

King of the Kingdom of Bahrain



His Royal Highness

Prince Salman bin Hamad Al-Khalifa

Crown Prince
Deputy Supreme Commander
First Deputy Premier

CONTENTS

- PRESIDENT'S MESSAGE	04
- DEAN 'S MESSAGE	05
- OVERVIEW OF THE COLLEGE	06
- DEPARTMENTS	10
- UNDERGRADUATE PROGRAMS	13
- POSTGRADUATE PROGRAMS	23
- RESEARCH CAPABILITIES	31
- CONSULTANCY AND SERVICES	33
- FACULTY MEMBERS	36
- CONTACT US	43



PRESIDENT'S MESSAGE

The College of Business Administration (CoB) is one of the oldest and respected colleges within the University. The AACSB accreditation ranks the college as elite and globally recognized. As of August 2017, there are 796 business schools in 53 countries that have AACSB accreditation. This distinction places the Business College in a league above most others, and only 5% of business schools in the world are AACSB-accredited.

As the demands of the business world change at rapid speed, driven by technology, global markets and changing requirements from employers, it is clear that CoB must respond to new challenges with new solutions. Therefore, CoB is responding by introducing a suite of new programmes that will enhance job opportunities for our graduates, and by developing students' technical and soft skills in addition to knowledge that meets the needs of employers.

It is our hope that graduates from CoB will go on to make a difference in the world as highly productive, knowledgeable, skilled and entrepreneurial minded young people.

Prof. Riyadh Yousif Hamzah
President of the University of Bahrain

DEAN'S MESSAGE

The College of Business Administration was established in 1986, when His Highness, the late Amir Shaikh Isa Bin Salman Al Khalifa, issued a decree merging the Gulf Polytechnic, founded in 1968, with the University College of Bahrain, founded in 1978.

We have gained immeasurable experience since our establishment in 1986 and its faculty are dedicated to the advancement of business education and practice in Bahrain.

The College is recognized as the best business college in the country and one of the best in the region. We are proud of our programs, which we believe are solid but modern, strong but respected, rigorous but practical, thorough and useful. We are constantly striving to uphold our reputation of academic excellence in teaching, research, and community service.

Our programs, which are AACSB accredited, prepare graduates for responsible roles within a variety of organizational settings. Our graduates are well equipped to continue their higher studies in numerous fields at any university around the world.

The College values international partnerships in discovery, application and dissemination of knowledge with the vision to contribute directly to the economic growth and development of the Kingdom Bahrain, supported by leading edge teaching, technology and research with impact

Prof. Hatem Masri
Dean of the College of Business Administration

THE COLLEGE

The Year 1981

stands out significant as it marked the establishment of the Business and Management Department within the newly reconstituted Gulf Polytechnic.

The Department was given the mandate to upgrade and diversify its curriculum to meet the needs of the rapidly expanding business community.

By the Year 1985

work was already underway on the design of a Post-Graduate program comprising a Post-Graduate Diploma (PGD), and an MBA program. The program was endorsed officially by the Board of Trustees in 1987. A student could major in a concentration of Management, Finance or Marketing.

IN THE ACADEMIC YEAR 1989-90

this program was implemented and achieved great success as it was designed after a careful study of the needs of the market; it was based on advanced office skills, both technological and informational.

DURING THE ACADEMIC YEAR 1988-89

final touches were placed on the new Associate Diploma and BSc programs in Office Management following approval of the University Council and the Board of Trustees.

This program achieved great success as it was designed after a careful study of the needs of the market; it was based on advanced office skills, both technological and informational.



In 1992

the Board of Trustees approved the reorganization of the College into new constituent departments. Accordingly, it was reorganized to include the following departments: Business and Management, Accounting, Office Management, Economics and Finance, and COMEP. It was envisioned that this reorganization would reflect positively on the quality, efficiency and effectiveness of the performance of the College.

Inspired by 2030 Vision and recognizing the contemporary needs as revealed by the market gaps, all the programs at the College of Business Administration were reviewed by QQA and they received Full Confidence, the highest affirmation from QQA in 2014. The University and the College have already been working toward embracing and internalizing a culture of quality and excellence. That spirit, however, needed also a coherent and robust framework of form and substance, which has been facilitated by the AACSB international accreditation in 2016.

MISSION

The College of Business Administration (CoB) mission statement is 'to prepare and inspire tomorrow's managers and to provide excellence and innovation in education, research that have an impact on Bahrain and the region'.



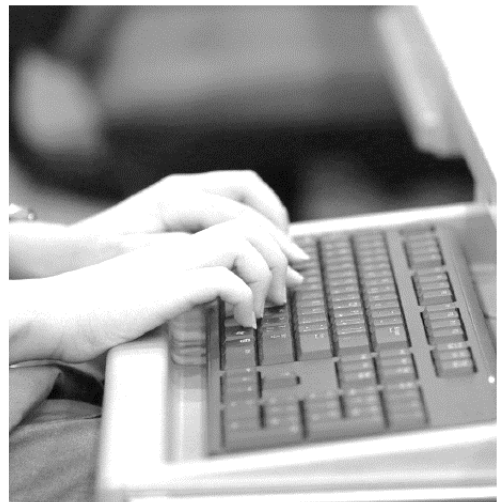
The mission summarizes the CoB's philosophy on relevant issues and provides a guide to actions and strategies. It has directed formulation of the existing policies while also helped to identify areas for further development. The mission statement reflects the focus of the College on the faculty development and the support of served student population through the production of intellectual contributions, achievement of high quality in the programs offered, curriculum enhancements and enrichments, and engagements with the industry for better employability of our graduates.



GOALS

As a part of the processes of mission fulfillment and continuous improvement, the CoB has set the following four goals:

- 1 Strengthen the External Engagement and Collaboration.
- 2 Enhance Graduate Knowledge, Skills and Competencies.
- 3 Raise Staff Performance.
- 4 Advance the College's Visibility and Reputation.



DEPARTMENT OF ACCOUNTING

The main objective of the Department is to provide students with the fundamentals of accounting, to prepare them for a career in accounting and to sit for professional examinations, and to encourage research and consultation activities of staff. The B.Sc. in Accounting program obtained the accreditation of the British Quality Assurance Agency in February 2004.

OFFERS THE FOLLOWING PROGRAMS:

- B.Sc. in Accounting.
- M.Sc. in Accounting.

DEPARTMENT OF ECONOMICS AND FINANCE

The main objective of the Department is to provide students with the required knowledge in the field of banking and finance as well as broadening students' understanding of complex economic issues intertwined with business and management decisions.

OFFERS THE FOLLOWING PROGRAMS:

- B.Sc. in Banking and Finance.
- B.Sc. in International Business and Economics.
- M.Sc. in Finance.
- M.Sc. in Real Estate Development and Property Management.
- Master in Financial Technology.

DEPT. OF MANAGEMENT & MARKETING

The main objective of the Department is to promote the fullest professional growth of individual students by building their professional competence in the functional areas of management and marketing.

OFFERS THE FOLLOWING PROGRAMS:

- B.Sc. in Business Management.
- B.Sc. in Marketing.
- B.Sc. in Entrepreneurship.
- B.Sc. in Business Analytics.
- Master in Business Administration (MBA).
- M.Sc. in Human Resource Management.

DEPARTMENT OF ISLAMIC BANKING

The main objective of the Department is to promote the fullest professional growth of individual students by building their professional competence in the area of Islamic Banking and Finance.

OFFERS THE FOLLOWING PROGRAMS:

- B.Sc. in Islamic Banking and Finance.
- M.Sc. in Islamic Banking and Finance.

CoB has 39 classrooms that operate from 8:00 am to 9:00 pm five days a week. Moreover, classrooms in the College of Art (an adjacent, attached building) are also used as needed when enrollment requires.

has access to the five multipurpose halls which can be used for various purposes and means.

has a video conferencing room and meeting room which can be used for departmental and College Council meetings. This room can also be used to interview potential academic candidates.

CoB has four computer laboratories with more than 145 computers connected to the internet and available for the College students and staff.

Cob provides computer labs and makes sure that computer resources are available, accessible and adequate to enable students to complete their coursework and to support faculty's teaching.

computer laboratories resources are continuously maintained and updated to fulfill the needs and aspirations of both the students as well as faculty staff.

UNDERGRADUATE INFORMATION

B.Sc. IN ACCOUNTING

The program has been designed to train students in the fundamentals in accounting, prepare them for a career in accounting and to sit for professional examinations.

Upon successful completion of the program students will acquire knowledge and understanding of major theoretical and practical accounting issues.

MODULES

- Financial Accounting.
- Intermediate Accounting.
- Cost Accounting.
- Auditing.
- Managerial Accounting.
- Accounting Systems and Controls.
- Advanced Accounting.

B.Sc. IN MARKETING

The program promotes the fullest professional growth of individual students by building their professional competence in the functional areas of marketing. On successful completion of the program students will acquire knowledge and understanding of major issues, theories and practices of marketing and will also be equipped with skills required for a career in marketing.

MODULES

- Promotion Management.
- Personal Selling.
- Marketing Research.
- Strategic Marketing.
- Services Marketing.
- Marketing Channels.
- Electronic Commerce and Marketing.
- Consumer Behavior.
- Retailing.

B.Sc. IN BANKING AND FINANCE

The program produces a solid understanding of the frameworks, operations, and regulations of financial intermediations, financial markets, financial services and insurance. It is also integrated with risk management, financial analytics, high accounting and economics competencies.

MODULES

- Risk Management and Insurance.
- Financial Management.
- Commercial Banking.
- Islamic Financial Institutions.
- Investment Management.
- Money and Banking.
- Financial Analysis and Credit Evaluation.
- Corporate Finance.
- Portfolio Management.

B.Sc. IN BUSINESS MANAGEMENT

The program promotes the fullest professional growth of individual students by building their professional competence in the functional areas of management.

On successful completion of the program students will acquire knowledge and understanding of major issues, theories and practices of management. The program will also equip the students with skills required for a career in management.

MODULES

- Production Management.
- Managing Small Business.
- Supply Chain Management.
- Human Resources and Personnel Management.
- Strategic Management.
- Organization Development and Change.
- Management of Change.
- Tourism Management.
- Creativity and Innovation Management.

B.Sc. IN BUSINESS ANALYTICS

The program offers students the knowledge and skills to critically analyze and evaluate data to generate valuable business decisions. It also will equip graduates with knowledge and skills to analyze business data, make informed decision and recommendations, and visualize the findings.

MODULES

- Business Statistics.
- Data Visualization.
- Data Mining.
- Business Intelligence.
- Big Data Applications and Analytics.
- Artificial Intelligence.
- Machine Learning.
- Financial modeling and Forecasting.
- Econometrics.

B.Sc. IN ENTREPRENEURSHIP

The program is designed to provide students with skills that allow them to pursue and engage in entrepreneurial opportunities with in-depth knowledge in the field of entrepreneurship. Students will learn how to identify market opportunities, the various aspects of enterprise establishment, marketing, and financial skills.

MODULES

- Introduction to Entrepreneurship.
- Financing Entrepreneurship.
- Entrepreneurial Strategies.
- Contemporary Issues of Entrepreneurship.
- Entrepreneurial Venture.
- Consumer Behavior.
- Project Management.
- E-Business.
- Creativity and Innovation Management.

B.Sc. IN INTERNATIONAL BUSINESS AND ECONOMICS

The program intends to provide students with an ability to understand and interrelate content, methods and perspectives in the areas of business and economics in a multicultural context. It allows students to critically analyze economic events and their impact on international business.

MODULES

- Managerial Economics.
- Monetary Economics.
- Seminar in Economics.
- International Economics.
- Econometrics.
- International Financial Management.
- International Business.
- International Accounting Issues.
- International Marketing.

B.Sc. IN ISLAMIC BANKING AND FINANCE

The program provides students with strong knowledge in Islamic Banking, Islamic financial Jurisprudence and commercial and banking law. It prepares them for employment in the Islamic Financial services sector and to sit for professional examinations.

MODULES

- Islamic Law of Contracts.
- Islamic Financial Services.
- Islamic Commercial Jurisprudence.
- Riba and Forbidden Sales.
- Islamic Insurance and Risk Management.
- Fiqh of Zakat.
- Rules and Principles and Higher objectives of Sharia.

ADMISSION TO UNDERGRADUATE PROGRAMS

The applicants who meet the following requirements will be admitted to the University of Bahrain:

- A minimum grade of 70% in the General Secondary School Certificate (Tawjihia) or its equivalent.
- No more than two years shall have passed since the applicant obtained his/her high General Secondary School Certificate.
- The Following General Secondary School specializations are accepted: Science, Commerce, Literature, Unified Tracks, Technical, Technical Stream – Advanced, Commerce Stream – Advanced, Religion Tracks.
- The applicant shall attend an aptitude test and a personal interview.
- Language competency is required according to the language of instruction of the specific program of study.
- The applicant shall be medically fit for the academic program he/she wishes to enroll in.

The B.Sc. in Islamic Banking and Finance requires the applicant to attend and pass additional interviews and/or written tests

GRADUATION REQUIREMENTS

- Finish a BSc Program in 4 years; while the minimum is 3 years and the maximum is 7 years.
- Successfully complete all the program courses.
- Minimum cumulative GPA of 2.00 out of 4.00
- Minimum cumulative GPA of 2.00 out of 4.00 in specialization courses.
- Validate a professional internship before the graduation (minimum of 200 hours).
- Policies are in force to handle transfer students and to judge the acceptability of their credits to be transferred.

CAREER OPPORTUNITIES

ACCOUNTANT, AUDITOR, BANK TELLER, BUSINESS ANALYST, FINANCE ANALYST, PAYROLL CLERK, BUDGET ANALYST, GOVERNMENTAL ACCOUNTANT, BANKER, SECURITY TRADER, INVESTMENT BANKER, PORTFOLIO MANAGER, CAPITAL MARKETS, CREDIT ANALYST, ANALYST, OFFICE EXECUTIVE, SUPERVISOR, MANAGER, CUSTOMER SERVICE EXECUTIVE, HUMAN RESOURCES OFFICER, OPERATIONS MANAGER, MARKETING EXECUTIVE, RETAIL MANAGER, SALES EXECUTIVE, PRODUCT MANAGER, MARKETING COORDINATOR, COMMERCIAL MANAGER.

POSTGRADUATE INFORMATION

MASTER OF SCIENCE IN ACCOUNTING

MSc in Accounting is designed for capable, hardworking students with integrity and passion who want to substantially enhance their expertise in accounting and broaden their career opportunities.

MODULES

- Advanced Financial Accounting.
- Managerial Accounting.
- Financial Statement Analysis.
- Auditing Theory and Practice.
- Accounting Theory.
- Research Methods and Statistical Analysis.
- Elective Course 1.
- Elective Course 2.
- Thesis.

Courses are scheduled in the evening after 6 pm and the whole program could be completed in 18 months.

MASTER OF SCIENCE IN FINANCE

MSc in Finance seeks to equip our graduates with advanced knowledge and skills to be on leadership track to successfully deal with globalized dynamic environment.

MODULES

- Corporate Finance.
- Money, Banking, and Financial Markets.
- Portfolio Management and International Investment.
- Financial Risk Management.
- Financial Analysis and Valuation.
- Research Methods and Statistical Analysis.
- Elective Courses 1.
- Elective Courses 2.
- Thesis.

Courses are scheduled in the evening after 6 pm and the whole program could be completed in 18 months.

MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT

MSc in HRM enables students to enhance their capabilities in order to have access to global markets and to get the opportunity to climb on the corporate ladder. The program provides students with all relevant skills in order to be competitive to join national and multinational organizations and to excel in their career path.

MODULES

- MGT 6 Human Resources Management.
- Compensation and Performance Management.
- Labour and Civil Service Regulations.
- Strategic Human Resource Management.
- International Human Resource Management.
- Research Methods and Statistical Analysis.
- Elective Course 1.
- Elective Course 2.
- Thesis.

Courses are scheduled in the evening after 6 pm and the whole program could be completed in 18 months.

MASTER OF SCIENCE IN ISLAMIC BANKING AND FINANCE

MSc in Islamic Banking and Finance strives to be recognized as a leading graduate program in the region, and to meet the highest international standards of excellence in education. It enables students to increase their capabilities in order to have access to global markets and to get the opportunity to climb on the corporate ladder.

MODULES

- Islamic Commercial Jurisprudence.
- Islamic Capital Markets.
- Risk Management in Islamic Financial Institutions.
- Islamic Juridical Theories.
- Corporate Governance for Islamic.
- Financial Institution.
- Research Methods and Statistical.
- Analysis.
- Elective Course 1.
- Elective Course 2.
- Thesis.

Courses are scheduled in the evening after 6 pm and the whole program could be completed in 18 months.

MASTER OF SCIENCE IN REAL ESTATE DEVELOPMENT & PROPERTY MANAGEMENT

MSc in Real Estate Development & Property Management is an exciting interdisciplinary program that seeks to equip graduates with advanced knowledge as well as, entrepreneurial and leadership skills and prepares them as successful developers and CEOs of the future who will excel and be able to deal effectively in globalized dynamic environment.

MODULES

- Real Estate Law.
- Real Estate Finance and Investment.
- Property Management.
- Urban Economics.
- Real Estate Development.
- Research Methods and Statistical Analysis.
- Elective Course 1.
- Elective Course 2.
- Thesis.

Courses are scheduled in the evening after 6 pm and the whole program could be completed in 18 months

MASTER IN FINANCIAL TECHNOLOGY

Master in Financial Technology (FINTECH) is an innovative interdisciplinary program which will provide the requisite academic preparation to succeed in the emerging FinTech industry. The program will help graduates to develop their computing skills, build relevant expertise about financial markets, and apply their talents to analyse and address real world problems.

MODULES

- Corporate Finance.
- Portfolio Management and International Investments.
- Research Methods and Statistical Analysis.
- Fundamentals of Financial Technology.
- Blockchain and applications.
- Payments and Cryptocurrencies.
- Cyber Security and Cryptography.
- Big Data in Finance.
- Financial Analytics and Machine Learning.
- Capstone Consultancy Project.

Courses are scheduled on weekends (Thursday-Saturday) 6 times a semester and the whole program could be completed in 2 years.

MASTER OF BUSINESS ADMINISTRATION

This MBA is a highly selective program with a market-driven curriculum and a focus on positioning the students for advancement into managerial roles in globalized dynamic environment.

MODULE

- Managerial Accounting.
- Corporate Finance.
- Organizational Design and Behavior.
- Business Ethics.
- Business Strategy.
- Marketing Management.
- Research Methods and Statistical Analysis.
- Innovation and Entrepreneurship.
- Data Analytics and Decision Making.
- Capstone Consulting Project.

Courses are scheduled on weekends (Thursday-Saturday) 6 times a semester and the whole program could be completed in 2 years.

ADMISSION IN POSTGRADUATE PROGRAMS

- A Bachelor's degree in any discipline from a university or an institution accredited by the University of Bahrain, with a minimum GPA of 2.67 out of 4 (or its equivalent).
- Proficiency in English language. Must have a minimum score of 5.5 in IELTS.
- For the Master of Business Administration and the Master in Financial Technology, candidates must have at least 2 years of work experience in related field.
- The final admission will be based on the merit list of the applicants.

7

GRADUATION REQUIREMENTS

- The normal period required for a student to finish a Postgraduate Program is 2 years; while the minimum is one year and a half and the maximum is 4 years. To meet the graduation requirements.
- Students must successfully complete all the program courses (the passing grade in all courses of the Master's program shall be a grade of «B». However, a student may pass with a minimum grade of «C+» in two courses only).
- Students are required to attain a minimum cumulative GPA of 3.00 out of 4.00.



RESEARCH CAPABILITIES

The College's mission aims to "create and disseminate knowledge by qualified faculty". Toward this mission, the College undertook a systematic effort to sustain the scholarly research output by the faculty. The College maintains the intellectual qualifications and current expertise to accomplish the mission; and to assure that this occurs, the College has a clearly defined process to evaluate individual faculty members' contributions to the College's mission.

The AACSB accreditation has sparked a remarkable transformational experience whereby the faculty members are adjusting to a new level of expectations, but also set higher goals through continuous improvement. Today, the College has an international AACSB qualified faculty to conduct basic, applied and instructional research in business theories, practices and education.



RESEARCH CAPABILITIES

Research areas of the College include, but are not limited to, the following:

Accounting	Auditing	Banking	International Business Financial and Management Accounting	
Human Resource Management	Marketing Management	Production Management	Retail Management	Business Education
Business Ethics	Business Analytics	Islamic Banking and Finance	Business Teaching Methods	Business Technology
Development Planning and Policy	Economic Development	Economic Systems	Entrepreneurship	
Finance and Investment	Labor Economics	Logistics	Supply Chain Management	Operations Research
Time Series Analysis	Forecasting	Survey Sampling	Nonparametric Statistics	
Distribution Theory and Applied Statistics				etc...

The College prioritizes funding for research projects that may have an added value to Bahrain's economy and development of its community or are conducted with the assistance and collaboration of undergraduate or graduate students.

The incremental development of research at CoB helped the College to move from a teaching school to a research one. Today, the quality and the impact of journals is a key consideration for promotion and financial award. While the Thomson Reuters is one good source of journal impact factor, we also consider the SJR indicator (SCImago) to measure the scientific influence of research papers.

CONSULTANCY AND SERVICES

The CoB commits itself to strengthening the relationship with the local community and stakeholders by establishing partnerships with different corporations and professional bodies to accommodate to market's needs, developing customized programs and services and boosting the manpower development of the Region. To achieve that target, the College relies on its internationally qualified faculty members with special expertise in capacity building to provide various training programs and to raise the efficiency of human resources in the Kingdom.

The CoB academic staff is encouraged to actively participate in professional and community services. Currently, some of them are serving professional organizations as committee members, and/or members on editorial boards of scholarly journals. To encourage continuous faculty development, Ph.D. faculty members who come from scholarship are required to undergo the Postgraduate Certificate in Academic Practice (PCAP).

Moreover, the faculty and staff of the departments are required to attend seminars and workshops related to the different discipline and skills.

The Conferences and events:

- The University of Bahrain Economic and Finance Symposium, 21 November 2019.
- The Fourth Innovation and Entrepreneurship Forum, 21 October 2019.
- The 8th International Conference on Modeling, Simulation and Applied Optimization, 15-17 April 2019.

PROMOTING ENTREPRENEURSHIP

As part of the Global Entrepreneurship Congress in April 2019, UOB and Babson College ran a masterclass for students on the entrepreneurial mindset that took students from idea generation to building a prototype in a few hours. UOB staff and students were exposed to Babson's unique approach to teaching entrepreneurship education. UOB also promotes enterprise education through its Business Incubator Centre and has helped many students start successful new businesses.

PROMOTING INNOVATION

The Business Incubator Center at UOB supports university affiliates such as students, alumni, faculty and staff who have innovative ideas and inventions to create and grow businesses and start-ups. The center's role is to provide appropriate support to develop these innovative ideas and inventions through an ideal entrepreneurial environment with strong inter-institutional partnerships with other ecosystem enablers. The center provides access to specialized labs, facilities, resources and equipment as well as specialized educational sessions covering aspects from idea generation to implementation.

COLLEGE OF BUSINESS SOCIETY

Our students contribute to the enhancement of the partnership between the College and the community through the internship program. The combined

efforts of the placement site, the College and students are the root for the success of the internship program. The program allowed the College to establish a strong link with the business, industrial and governmental community and the public at large.



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