



# ALHOSN University adds three key specializations to Business Administration program

*Human Resource Management, Finance & Marketing curricula designed to meet evolving market & employment needs*

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ALHOSN University has announced that it will offer three new specializations under its Bachelor of Business Administration degree program in response to dynamic market and employment needs. The university's Human Resource Management, Finance and Marketing Programs have been fully accredited by the UAE Ministry of Higher Education and Scientific Research and will be available starting the 2013 Fall Semester.

The additional specializations will augment the Business Administration Department's current International Business and International Economics offerings to form a more robust set of choices for students to pursue the right business-oriented career. Each has been designed to train learners to positively and effectively contribute to the workplace.

The Human Resources specialization covers Human Resource Management, Staffing and Development, Performance and Reward Systems, Employment Law and International Human Resource Management. Typical career paths initiated by this course include recruiter, career counselor, compensation analyst, corporate trainer, employee relations advisor, employment specialist, HR administrator and HR manager.

The Finance specialization will deliver financial resource management competencies such as the internal management of corporate funds, external evaluation of securities and loans, and financial market and international finance insights. Graduates may pursue employment related to asset management, corporate finance, investment banking, credit analysis, and insurance and risk management.

Finally, ALHOSN's new Marketing specialization will prepare students for entry-level marketing positions. It will focus on understanding consumers, sales, product and promotion strategy, negotiating, developing marketing and sales plans, managing marketing and sales teams, conducting market research and proposal writing, direct marketing, distribution channels, international marketing and the value of customer relationships. Graduates can seek fulfilling careers in sales, retail marketing, public relations, advertising, and market research.

"Our Business Administration courses are all designed to immerse students in active learning techniques, practical works, research methods, and presentations. Our graduates under the program are exceptionally prepared to meet the management challenges faced by industries locally, regionally and internationally. Our new specializations will enable our students to specifically hone their skills to address the concerns and needs of human resource management, finance and marketing, all of which are essential to successful business," said Professor Munther Talal Momany, Acting Vice Chancellor, ALHOSN University.

Abu Dhabi–based ALHOSN University was opened in 2005 to students of all nationalities in response to growing local demand for high-quality, value-based education. The University currently offers 12 undergraduate and 7 graduate programs under the Faculties of Engineering and Applied Sciences, Business, and Arts and Social Sciences. ALHOSN constantly upgrades and expands its programs in keeping with its commitment to ‘global knowledge with local vision.’

Bassam Al Fakih  
Orient Planet PR & Marketing Communications  
0097124418995  
email us here

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