



Royal Roads
UNIVERSITY

RAS AL KHAIMAH CAMPUS
UAE

MBA

Master of Business Administration

Designed for working professionals
1 Year | Flexible, block-based delivery



Program summary

Master of Business Administration

Course description

The MBA program is designed for mid- to senior-level professionals who are ready to expand their leadership capacity, sharpen their strategic thinking, and advance their careers without stepping away from them. Delivered in an intensive 12-month format, this course blends academic rigour with practical relevance, ideal for experienced individuals managing complex responsibilities.



University name

Royal Roads University



Program duration

12 months



Eligibility

Bachelor's Degree with 3.0 GPA & above

Minimum 7 years of work experience

We consider your work and life experience. No GMAT/GRE required.



Course leaders & faculty

Subject-Matter Experts, Industry Practitioners



Learning Mode

Flexible, block-based delivery at the Royal Roads University, RAK Campus, UAE



Degree Awarded

Master of Business Administration (MBA) Degree from Royal Roads University, Canada

(Upon successful completion of the program requirements)



A message from our President and Vice-Chancellor inspiring global changemakers

Dr. Philip Steenkamp

President and Vice-Chancellor of
Royal Roads University



Hello, I'm Dr. Philip Steenkamp, President and Vice-Chancellor of Royal Roads University, located in beautiful British Columbia, Canada.

For the past 30 years, Royal Roads has been home to changemakers from all around the world. We have built a global community dedicated to creating a positive, lasting impact and it is with great excitement that I announce the expansion of Royal Roads University to the United Arab Emirates.

Our new campus in the UAE will bring the transformative education that Royal Roads is known for, offering world-class programs, collaborative learning, and access to an extensive alumni network of over 35,000 changemakers. This campus will also immerse students in the unique culture and opportunities of the UAE.

At Royal Roads, we pride ourselves on our rich cultural heritage and our innovative approach to education. With students from more than 160 countries, we continue to equip individuals with the skills to lead in their workplaces and communities.

We look forward to welcoming you to our new UAE campus, where together, we will shape a brighter and more inclusive future.



Royal Roads University

Home for Global Changemakers

Royal Roads University opens the door to a world of possibilities, combining innovation, applied learning, and leadership to redefine higher education. Inspired by the distinguished legacy of Royal Roads University, our RAK campus offers transformative programs designed to prepare you for a future filled with

opportunities.

With a focus on practical skills and global insights, we equip aspiring leaders to create meaningful change in their careers and communities. At Royal Roads University, we are more than an institution, we are a launchpad for your success, empowering you to thrive at every stage of your academic and professional journey.



Alumni network

35,000+

Global Changemakers

70+

Programs offered on-campus,
online & blended

70%

of students are
working professionals





Our Campus

Where dreams take flight and leaders are born

A home for ambition

Every space on our campus is a reflection of our commitment to your success. From world-class facilities to cutting-edge technology, every element is thoughtfully curated to spark curiosity, foster creativity, and inspire you to lead with purpose.

- **Innovative learning spaces**

Modern classrooms and labs equipped to fuel breakthroughs.

- **Collaborative hubs**

Dynamic spaces where ideas meet action and global connections are forged.



Learning that fits your ambition

Flexible options for global professionals balancing work and study.

At Royal Roads University, we understand that modern professionals and aspiring leaders need flexibility to balance their education with other commitments. That's why our MBA program offers dynamic and innovative learning modes tailored to meet the needs of international students and working professionals alike.

What makes our learning experience unique

- **Flexibility:** Designed for working professionals and international students.
- **Global Connections:** Network with peers and faculty from diverse industries and cultures.
- **Practical Focus:** Apply what you learn immediately to real-world challenges.
- **Advanced Technology:** Access state-of-the-art tools for a truly engaging experience.



About the program

Our MBA program is designed for forward-thinking professionals who want to enhance their career prospects and expand their global business acumen. With a strong foundation in both practical and strategic management, this program equips you with the skills to lead in today's fast-paced global business environment.

Areas of focus

- International Business & Innovation
- Project Management
- Hospitality & Tourism Management
- Financial Management
- Digital Transformation & AI
- Digital Marketing
- Logistics & Supply Chain Management

Program highlights



Master of Business Administration (MBA) Degree from Royal Roads University, Canada



Global exposure



Cutting-edge curriculum



Tailored for working professionals



Networking opportunities



Expert faculty

Disclaimer: The information presented in this document is for informational purposes only and is subject to change. The structure, content, and individual modules of the program described herein and the final program details, including course offerings, curriculum structure, and module descriptions, may differ from those outlined in this document. Prospective students are advised to consult the official institutional website or contact the admissions office for the most up-to-date and accurate information.

Program Modules

These modules are part of the MBA program.

Block 1: Strategic Leadership (9 Credits)

Module 1: Strategy

Learn strategic analysis, develop business and corporate strategies, explore global expansion, and drive innovation for improved organisational performance.

Module 2: Leadership

Develop strategic leadership skills, explore ethical leadership and self-awareness, analyse situations using Bolman & Deal's model, and learn to lead effectively in crises.

Module 3: Organizational Behaviour

Understand how employee attitudes and behaviours affect organisational performance, and learn to manage them to support well-being and effectiveness, with opportunities for self-reflection.

Block 2: Financial Acumen (9 Credits)

Module 4: Accounting

Explore strategic management principles, analyse internal and external environments, develop business and corporate strategies, and address global growth, innovation, and performance.

Module 5: Corporate Finance

Learn core principles of corporate finance, including resource allocation, financing, and risk management, while building skills for careers in business and finance.

Module 6: Managerial Economics

Explore decision-making through managerial economics, using concepts like demand, cost, risk, and asymmetric information to inform strategic choices.

Block 3: Market Dynamics & Operational Excellence (9 Credits)

Module 7: Marketing

Learn to analyse marketing situations, make strategic decisions, and implement plans to create customer value and build strong relationships in a dynamic market.

Module 8: Operations Management

Focus on improving operations through lean management, process design, and supply chain strategies to enhance efficiency, quality, and customer value.

Module 9: Environment of Management

Examine the complex environment managers face, develop skills to navigate change, and integrate leadership, strategy, and personal growth for success in a dynamic

Block 4: Responsible Management (9 Credits)

Module 10: Ethics, Law & Governance

Explore ethical decision-making in business, using key theories and tools to navigate ambiguity and adapt to evolving societal and technological expectations.

Module 11: Change Management

Gain a solid foundation in the theory and practice of organisational change, focusing on its goal-oriented, complex, and often contested nature.

Module 12: Sustainability

Learn how sustainability integrates into business strategy, operations, and decision-making, with a focus on CSR, ESG factors, and creating long-term value for society and the environment.

Block 5: Area of Focus (15 Credits)

- Foundation Module
- Elective 1
- Elective 2
- Elective 3

Capstone Project (6 Credits)

- Advanced Strategic Integrative Practice

Areas of Focus

You're an experienced professional looking to advance into higher levels of leadership, broaden your strategic perspective, or reposition your career on a global scale. The MBA program is designed to meet the needs of mid- to senior-level professionals who want a high-impact, time-efficient degree that fits around their responsibilities, without compromising on rigour or relevance.

Navigate complexity and achieve strategic results at a higher level in one of Seven Areas of Focus:

1. International Business & Innovation (9 Credits)

- Introduction to Academic Integrity
- Environment of Management
- European Union Business Environment
- Innovation Management

2. Project Management (9 Credits)

- Introduction to Academic Integrity
- Project Planning and Scheduling
- The Right Side of Project Management
- Managing Complex Projects

3. Hospitality & Tourism Management (9 Credits)

- Introduction to Academic Integrity
- Sustainable Tourism Management
- Trends and Issues in Hospitality Management
- Strategic Planning for Tourism and Hospitality

4. Financial Management (9 Credits)

- Introduction to Quantitative Methods
- Corporate and International Finance
- Finance Theory and Investments
- Derivatives and Risk Management

5. Digital Transformation and AI (9 Credits)

- Applied Statistics for Data Science
- Data and Database Systems
- Programming for Data Analysis
- Digital Transformation: Artificial Intelligence, Ethics, and Governance

6. Digital Marketing (9 Credits)

- Introduction to Academic Integrity
- Strategic Digital Communication
- Social Media Marketing
- Search Engine Marketing (SEM) & Pay-Per-Click (PPC)

7. Logistics & Supply Chain Management (9 Credits)

- Introduction to Academic Integrity
- Logistics Management
- International Business Operations and Supply Chain Management
- Supply Chain Strategy and Optimization

ROYAL ROADS UNIVERSITY ALUMNI ADVANTAGE

**A legacy of
excellence.
A future
without limits.**

Graduation is not the final chapter! It is the gateway to greater purpose, broader horizons, and lasting impact.

Through a commitment to lifelong learning and a steadfast belief in your potential, Royal Roads honours its alumni not just for where they've been, but for where they're headed.

A community that opens doors

Royal Roads is not just a place you studied, it is a legacy you carry. A community united by a rich history and a shared purpose for the future.

- Join a global network of over 35,000 distinguished alumni, leading across the globe.
- Receive exclusive invitations to alumni events and curated networking opportunities.
- Stay inspired with alumni communications, keeping you close to the heart of Royal Roads University.
- Your RRU ID card is more than identification, it is a lifelong symbol of belonging to something greater.
- Delve into stories of leadership, impact, and innovation through the Royal Roads digital magazines.

Mary Mandy

I have become an authentic leader who can inspire colleagues to collaborate toward achieving success.



Joseph Umoetteh

Today, I lead differently by seeing all human engagements as opportunities to lead, challenging my assumptions, and developing an inclusive perspective to embrace differences.



Premium career support services

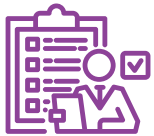
From day one, our Career Services team is by your side to support your professional journey. Whether you're exploring career options, crafting a standout resume, or preparing for high-stakes interviews, we offer personalised guidance to help you move forward with clarity and confidence. Through one-on-one sessions, interactive workshops, and access to a global network of employers, we empower you to succeed wherever your goals take you.



**Resume &
Profile Building**



Soft Skills Mastery



**Interview
Preparation**



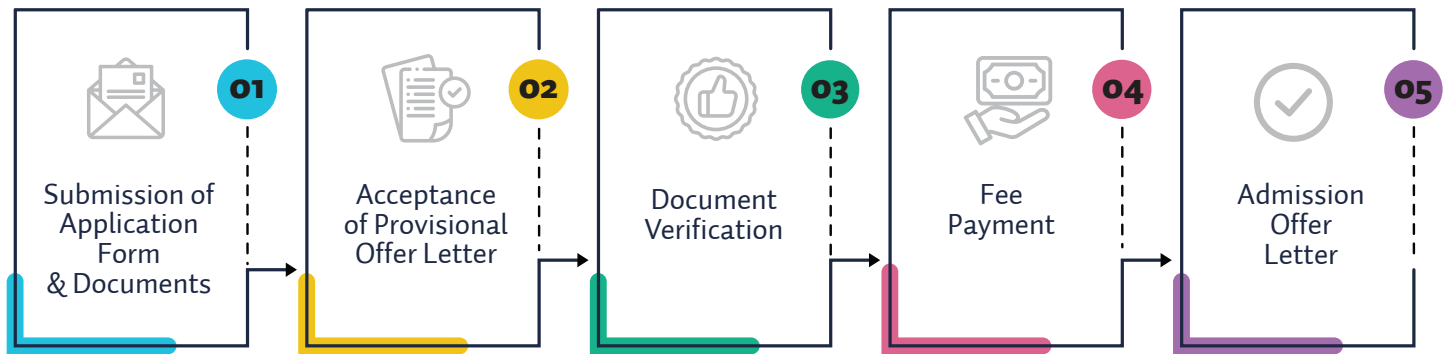
**One-on-One
Sessions**



**Career Coaching &
Advising**



Application process



Eligibility criteria

Standard admission

- Successful completion with minimum second-class honor Bachelor's degree or equivalent in the relevant field of study
- GPA scores 3.0 and above
- At least seven years of full-time work experience in progressively responsible leadership roles

Flexible admission

- Under flexible admission, the combination of work experience, education, and professional development is assessed. Applicants must show evidence of having sufficient knowledge, skills and abilities to complete a demanding academic course of study at a master's level and have significant business-related experience.
- We consider your work and life experience. No GMAT/GRE required.
- Applicants who do not meet the standard admission criteria may be required to complete a remedial module

Options for block transfer / credit transfer:

- Block transfer: One term of full-time study in an equivalent master's program in the UK or Europe, or one term of full-time study in a postgraduate certificate in the same field from an approved post-secondary institution, is equivalent to one term of full-time study in an equivalent program at RRU RAK campus
- Credit transfer: By application for credit transfer from a specific, master's course completed at an approved post-secondary institution with similar learning outcomes into a named course in the appropriate graduate program at the RRU RAK campus



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