

# Master of Business Administration (MBA)

In addition to the general MBA, MBA tracks in Healthcare Management and in Finance are designed to meet specific needs in the KSA business & health communities. These tracks are not separate MBA programmes; they are made up of the standard eight core courses plus, at least, five elective courses.

- *General:* The Alfaisal University College of Business MBA degree provides students with the theoretical knowledge and practical skills needed to take advantage of career opportunities and to deal effectively and responsibly with complex business challenges. Global and regional organizations require their managers and leaders to have a variety of technical, analytical, critical thinking, management, and interpersonal skills. The Alfaisal University MBA will equip students with the skills and qualification needed to realize these objectives and better serve your organization, your community, and your nation.
- *Accounting & Taxation:* The program aim is to educate modern decision makers who are not only technically competent in accounting and taxation but are also proficient in making decisions based on practical, analytical, reflective, and critical thinking considerations.
- *Digital Marketing:* The program goal is to educate market-oriented leaders who will add value to businesses, locally and worldwide, by making sound marketing management decisions based on analytical and theoretical considerations.
- *Finance:* The MBA Finance track builds on the established strengths of Alfaisal's core MBA program and its strong Finance and Economics faculty. It also exploits the intellectual ties between Finance, Accounting, and Economics. The program focusses on applied finance and is highly relevant to various contemporary finance issues. It is flexible and affords students the opportunity to select from a variety of finance elective courses allowing customization of the MBA-Finance experience to fit specific career needs.
- *Healthcare Management:* The MBA Healthcare Management track is taught jointly by the College of Business and the College of Medicine faculty at Alfaisal University. It builds on the established strengths of Alfaisal's core MBA program and its solid presence in medical education. The program is highly relevant to clinical and non-clinical medical professionals looking to enter the ranks of management or those who are already health care managers wishing to improve their skills. Using an integrated world-class curriculum, students receive a very pertinent and timely education in the management of healthcare operations.
- *Human Capital Management:* The expected growth in the economy, the urgent need for the effective implementation of Saudization initiatives to meet its objectives, as well as the pressure to reduce unemployment among a young population, will intensify the demand for qualified leadership and human capital managers. To attend to these growing market needs, the Human Capital Management track is designed to prepare graduates to lead management and development initiatives across organizations in the Kingdom of Saudi Arabia. Graduates will develop expertise in talent and human capital functions including, the application of progressive leadership behaviours to enable organizational change and development, creating HR strategies and plans, conducting workforce analysis, and human capital recruitment and selection.