

Duration of Study:

Four years

Credit Hours:

122 hours

Language:

- English Department
- Arabic Department

Degree:

The faculty grants students a bachelor's degree in the following fields:

- Business Administration
- Accounting
- Marketing and E-Commerce
- Banking and Capital Markets Management

International Program: NKU Program

Duration of Study:

Four years

Majors:

- The Bachelor of Science in Business Administration (BSBA) with a major in accounting.
 - Major: accounting-Minor: accounting (120 credit hours)
 - Major: accounting-Minor: Accounting Information Systems (AIS) (120 credit hours)
 - Major: accounting-Minor: Computer science (139 credit hours)
 - Major: accounting-Minor: Finance (130 credit hours)
- The Bachelor of Science in Business Administration (BSBA) with a major in Management. (129 credit hours)
- The Bachelor of Science in Business Administration (BSBA) with a major in Economics and Finance. (137 credit hours).



THE GATE TO
YOUR FUTURE



WHY JOIN THE FACULTY BUSINESS ADMINISTRATION?

A distinguished faculty that includes elite staff members who are dedicated to provide our students with the theoretical and practical experiences that enable them to compete in the labor market.

Cooperation protocol has been signed with **Medium, Small and Micro Enterprises Development Agency (MSME)** to provide financial and non-financial support to NUB students in their graduation projects and to finance the most innovative projects

The faculty is keen on linking the theoretical academic programs to the practical experience through providing training opportunities for the students and several simulation models in order to qualify the students for the labor market.

In addition, Faculty of business administration has an international academic cooperation agreement with **Northern Kentucky University**; which is one of the top ranked university in **U.S.A.** Students will have a chance to get **DUAL (BSBA)** degree with 6 programs from **NKU Hail College of Business.**

NKU's Hail College of Business is one of a selected group of business schools that meets the most rigorous standards of excellence in business education set by the association to advance collegiate schools of business (**AACSB**).

ENTREPRENEURSHIP CENTER

Nahda university's entrepreneurship center aspires to be an integrated experience house in the field of business administration, accounting, marketing, and entrepreneurship.

The center also supports local and national institutions by providing consulting, training, and problem-solving services.

Within the framework of our strategy, we adopt the approach of engaging in the industry to qualify our students and provide them with the requirements of the labor market and help them in their creative projects by launching one of the business incubator centers.

STATISTICAL TRAINING AND CONSULTING UNIT (STCU):

The unit provides the following services:

- all the advisory and consultation services to the researchers.
- statistically analyzing the descriptive and quantitative data
- specialized scientific courses in statistical analysis and data science
- plagiarism checking for researches and theses for both theoretical and practical faculties of the university, and for the researchers working in NUB and outsiders as well from individuals and institutions.



GENERATION READY FOR TOMORROW

The faculty is highly dedicated to reinforce the skills of its students in order to keep pace with the rapid technological advances by training them on the latest software in the various fields of business administration.

STUDENT SUMMER TRAINING

Students receive mid-year and summer internships at leading industry companies, universities, and financial institutions both at home and abroad, linked to their specialties. This should contribute to the employment of students in these institutions upon graduation.



NAHDA LEARNING RESOURCE CENTER (NLRC)

NUB Learning Resource Center (NLRC) is a chain that connects the University with society.

Therefore, the University has established NLRC as a center of excellence for sustainable development in Upper Egypt in collaboration with the major international companies in training, human development, and information technology, which aims to build capacity and increase employment rates for Egyptians.

The Center allows the most significant possible number of community members to benefit from **NUB's** expertise, experiences, and resources by offering programs that develop the required skills and expertise while providing a supportive and encouraging environment in theory and practice.

In addition, University tasked NLRC with improving teaching, learning, and training methods to develop the capabilities of all parties involved in the educational process, leveraging academic expertise by offering advanced programs that develop the abilities and skills of **NUB** faculty and staff. The Center also offers advanced training programs for academic and administrative leaders to improve their leadership performance and decision-making abilities, as well as their intellectual and research skills.

Finally, **NLRC** offers a wide range of training programs in Digital Transformation and Enterpnuship and integrates with Aptech, IBDL, Huawei, Cisco, and Oracle academies.



APTECH AT NUB — EMPOWERING STUDENTS WITH ESSENTIAL EMPLOYABILITY SKILLS



NUB is committed to securing its students' future by empowering them with the necessary knowledge and employability skills to introduce a generation of leaders ready for employment immediately upon graduation. Consequently, in 2017-2018, **NUB** collaborated with Aptech Academy of Learning and Training Ltd. in India, offering internationally accredited English and IT courses as university requirements at all faculties. Courses are compulsory for students who start their first academic year at **NUB** and are taught over three years of study, within three academic years, across six academic semesters.

NUB'S E-LEARNING PLATFORM:

NUB devised its online e-learning platform utilizing MOODLE Learning Management System (LMS), a platform for online teaching, learning, community building, and knowledge sharing. Our LMS system is one of the **NUB's** vital educational pillars, which sets it not only at the forefront of Egyptian universities but also provides easy access for students, through **NUB's** website, to:

- Monitor students' progress and Facilitate intelligent adaptive learning
- Enables students to interact with their tutors and peers daily
- Broadcast Synchronous and Asynchronous video lectures
- Increases productivity and efficiency of educational learning
- It helps students solve the most critical challenges in today's ever-changing environment while increasing their success chances.

