



MSc in Business Administration

Unlock Your Potential

Innovation &
Entrepreneurship

Next
Generation
Management

Digital
Marketing



جامعة الأميرة نورة بنت عبد الرحمن
Princess Nourah bint Abdulrahman University

DCU
BUSINESS
SCHOOL



Quick Facts

Degree Awarded by: DCU & PNU

Length: Two years

Commences: September

Language of Delivery: English

Location: Princess Nourah Bint Abdulrahman University (PNU), Riyadh

Total Fee: €39,000 (circa 166,000 SAR). That is €19,500 per annum

Student Profile:

Unconventional thinkers who dare to be different, embrace change as a form of innovation and want to accelerate their management career opportunities.



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Unlock Your Potential

DCU@PNU graduates are critical thinkers who strive for continuous self-learning while equipped with the competencies required for successful management careers.

The MSc in Business Administration is designed for individuals who want to pursue a career in leadership or management. This programme allows you to complete an internationally recognised programme without leaving the Kingdom.

The MSc focuses on Next Generation Management, Entrepreneurship & Innovation and Digital Marketing, making sure you obtain a deep level of understanding and knowledge that will help you excel in your chosen career.



About DCU Business School

Dublin City University (DCU) is one of the world's leading universities with a proud tradition of academic excellence, research and innovation.

DCU Business School is a young and dynamic school whose history is marked by steep upward development. From the outset, our guiding voices were those of industry and students, and, as a result we are recognised today for our deep and responsive industry engagement and our close concern with the success of our students.

From those beginnings in the 1980s, and particularly over the last 10 years, DCU Business School has developed an excellent research profile characterised by its industry relevance, and a strong international reach. Our success has been due to two key factors: the clarity of our mission and strategy which together have kept our focus on high priority, effective activities, and the deep commitment and effort of our staff to deliver the mission and strategy.

DCU Business School is an engaged, innovative, internationally-focused school which prides itself on its excellent reputation for impacting students, the academic community, industry and wider society.

We are particularly proud of our international accreditations and recognition, programmes and student experience, research and industry engagement.



Why study with DCU@PNU



01 International Recognition

A sought after programme awarded by DCU, one of the top 5% business schools globally.

02 Unlock Your Potential

Be part of a class made up of unconventional thinkers and explore a diverse environment.

03 Implement Your Ideas

Develop your entrepreneurial thinking in order to transform and create.

04 Learn From Industry Leaders

The MSc in Business Administration faculty are experienced educators with extensive research portfolios and a strong business and entrepreneurship background.

05 See Past Your Own Perspective

Empower your lateral thinking and challenge the status quo.

06 Lead The Right Way

Strengthen your leadership, interpersonal and critical thinking skills.

07 Benefit From Global Collaboration

Designed by DCU Business School, this programme will offer you a global perspective and network.

08 Learn Solid Business

Reinforce your business acumen and build a unique set of competencies in both leadership and management.

International Accreditation and Recognition

Accreditation recognises our commitment to quality and continuous improvement through comprehensive and rigorous international peer review.

Our School has featured in the latest Financial Times top 90 European Business Schools rankings and, in recent years, was named Top European Business School for Gender Equality amongst faculty members.

Our Business School is ranked in the QS Top 50 Universities under 50 years old.

Four of DCU Business School's specialist masters programmes were ranked in the Top 30 in their subject in the world in the latest Eduniversal Best Masters ranking.

AACSB



Our School is distinguished by achieving AACSB accreditation in 2016 (one of only two Schools in Ireland).

AMBA



Our Executive MBA has been accredited by AMBA since 2004.

SBC



Our school was awarded the Small Business Charter status by the Chartered Association of Business Schools. DCU Business School is the first university in Ireland to receive this prestigious award.

Professional Accreditation

Our undergraduate and postgraduate programmes hold all appropriate professional accreditations, such as: Chartered Accountants Ireland, Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Chartered Institute of Personnel and Development (CIPD), Psychological Society of Ireland.



Programme Details

The MSc in Business Administration is delivered over four semesters, providing a challenging, transformational educational experience for students.

The programme addresses both theory and practice as it seeks to enhance students' disciplinary and organisational knowledge. This experience will develop students' abilities to apply gained knowledge in simulated and real business scenarios.

Unlike many MSc in Business Administration programmes, there is a strong focus on Entrepreneurship & Innovation and Digital Marketing, ensuring our graduates are ready to work in industry.



Customisable Modules

The Next Generation Management module provides you with the opportunity to develop the competencies required for successful management and leadership careers.

Our flexible learning options allow us to tailor our Next Generation Management module to suit each student's individual needs and experience level.

The module focuses on four key themes:

1. Management and Career Development;
2. Business and Society;
3. Research and;
4. Digital Business

Entry Requirements



Academic Entry Requirements

- An Honors Degree from any discipline (or equivalent international qualification) - Classification 2:2 (C);
- Good GPA

Language Entry Requirements

English is the language of instruction and assessment. Success in the programme requires a high level of English language proficiency. If English is not your first language and if your undergraduate programme was not taught and assessed in English, you will need to provide evidence of adequate English ability for admission. Such evidence includes:

- IELTS score (or equivalent) and an interview conducted in English.

General

Applicants must be female, as PNU is a university for women, and meet the visa requirements to study in the Kingdom of Saudi Arabia.

Apply as soon as possible. Admission is open on a rolling basis until capacity is reached.

For details on the application process, please email us at pnu.masters@dcu.ie





What Our Students Say

"The DCU@PNU programme differs greatly from any other learning experience you can encounter in the Kingdom. It is a constant learning process that relies heavily on each individual's internal self motivation to achieve the highest results. It is a programme where no two people attending it can have the same learning experience, even if they are sitting next to each other. I highly recommend it for anyone looking for both an excellent high level education and career progression."

- Wareef Omair, Class of 2018

"My experience was somewhat unique because DCU has provided valuable insight to business topics both locally and internationally. All of the staff were friendly and helpful. I have become more engaged and developed professional competencies, I have now become much more enlightened. This programme has really helped me set up my career goals."

- Bshaer Almimony, Class of 2017

"I'm a globalised DCU student in Saudi Arabia. I believe I am privileged to be a student at one of the best universities that enables me to apply knowledge I gained into practical situations within my own Saudi context. This is a unique opportunity to be a living example of globalised education!"

- Aljawharah Almazyad, Class of 2017



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