



Optimal British International Academy (OBIA)

 LONDON, UK

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Professional Master in Business Administration

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The program aims to provide students with both basic and modern knowledge in the field of business administration and the skills required in the current labor market. This enables them to work as management experts in organizations and conduct studies in the field of business administration to develop organizations, particularly in the areas of human resources, strategy, project management, performance measurement, and marketing.

The content of the course and tests focuses on skill building, reflecting Optimal Academy's philosophy of focusing on how students perform tasks in real work. Therefore, it is important for students graduating from this program to possess the right tools and implementation methods, which increases their competitiveness.

Courses:

- 1- Research Methods in Business Administration
- 2- Human Resource Management
- 3- Strategic Management
- 4- Marketing Management
- 5- Financial Management
- 6- Project Management

Learning Outcomes:

- 1 .The student possesses the skill of conducting integrated quantitative and qualitative studies in the field of business administration.
- 2 .The student possesses the skill of planning, developing, and evaluating human resource performance.

- 3 .The student possesses the skill of strategic analysis and planning, and of managing and measuring the strategic performance of the organization and its organizational units.
- 4 .The student possesses the skill of developing marketing plans and evaluating the organization's marketing performance.
- 5 .The student possesses the skill of developing financial policies and procedures, and making long-term financial decisions.
6. The student possesses the skill of planning, implementing, and evaluating projects, and analyzing operational risks.

Courses Description Table:

#	Courses	Content/Skills
1	Research Methods in Business Administration	(1-1) Analyzing problems in the workplace and formulating research hypotheses.
		(1-2) Developing quantitative and qualitative study tools and collecting data.
		(1-3) Determining appropriate statistical methods for data analysis.
		(1-4) Discussing study results and making recommendations.
2	Human Resource Management	(2-1) Developing human resources policies and procedures and an administrative authority matrix.
		(2-2) Developing an annual human resources plan.
		(2-3) Developing job description cards for employees.
		(2-4) Evaluating the performance of employees at all job levels.
		(2-5) Analyzing employee performance and develop an annual training plan.
3	Strategic Management	(3-1) Analyzing the organization's internal and external environment.
		(3-2) Developing the organization's strategic plan based on the strategic analysis.
		(3-3) Developing a model for managing and measuring the strategic performance of the organization and its organizational units.

4	Marketing Management	(4-1) Developing marketing plans for the organization (services and products).
		(4-2) Analyzing the market, customers, and opportunities.
		(4-3) Evaluating the organization's marketing performance.
5	Financial Management	(5-1) Developing a financial policies and procedures for the organization.
		(5-2) Developing a financial authority matrix for the organization (Board of Directors - CEO - CFO).
		(5-3) Developing investment plans for the organization based on financial analysis.
6	Project Management	(6-1) Developing a detailed operational plan for the project.
		(6-2) Developing an operational risk management plan for projects.
		(6-3) Evaluating projects performance and building development plans.

*The duration of the program is 6 months.

Research Writing:

- Study at Optimal Academy relies on the student's responsibility for developing course content and writing research papers.
- Therefore, the student must write a research paper for each course, not exceeding (20) pages.
- Each research paper consists of two main components:
 - 1- The first part of the research is a summary of the main topics of the course (see the courses description table), providing a clear, concise description of each part of the course content, approximately (3) pages. The first part of the research is no more than (15) pages.
 - 2- The second part of the research: The student chooses one of the main skills in the course, and explains the steps for implementing this skill and the tools used in it, in no more than (5) pages.
- The student submits the research papers to the academic supervisor via email before the end of the fourth month.



- The academy's experts review the student's research and make any necessary improvements.
- The student makes all necessary adjustments and resubmits the final version of the research before the end of the fifth month.

Graduation thesis

- The student selects one of the research papers they have submitted to be their "graduation research".
- The student adds (10) new pages, includes a practical example (executing the skill and using tools), and summarizes the results at the end of the research paper.
- The graduation research must be submitted before the end of the sixth month.

Final Exam:

- The date for the final exam will be determined before the end of the sixth month.
- The student will be provided with a link to enter the exam.
- If the student passes, they will have completed all the requirements for graduation from the Academy.
- A student can take the exam more than once until he succeeds.
- The exam consists of (20) questions, with a total score of (40). All questions are multiple-choice (select the correct answer).
- The exam duration (30) minutes.
- All exam questions are based on the course content (see the courses description table).





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Total score:

#	Tasks	Number	Total score	Minimum Passing Score
1	Writing research papers for courses	6	48	36
2	Writing a graduation thesis	1	12	9
3	Final exam	1	40	20
Total		8	100	65

Graduation Certificates

After the student's research, graduation thesis, and passing the final exam are approved:

- The student's data will be modified on the Academy's website, and a graduation certificate will be issued.
- The student will be provided with a certified copy of the professional master's certificate and transcript.



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