

The requirements for graduation with a Bachelor of Business Administration from the University are completing 120 Credit Hours made up of the following requirements:

|                           |  |
|---------------------------|--|
| ▪ University Requirements | 24 Credit Hours (12 core + 12 electives)                           |
| ▪ College Requirements    | 54 Credit Hours (45 core + 9 electives)                            |
| ▪ Program Requirements    | 42 Credit Hours (18 core + 6 project + 9 internship + 9 electives) |
| <b>Total</b>              | <b>120 Credit Hours</b>  |

The BBA program study plan is presented below:

## 1. University Requirements

### 1.1 Core Courses

| Course Code                           | Course Title   | Credit    |
|---------------------------------------|--|-----------|
| GE 101 or *GE 115                     | Arabic Language Communication 1 or Basic Arabic Language 1 | 3         |
| GE 103                                | English Language Communication 1                           | 3         |
| GE 104                                | English Language Communication 2                           | 3         |
| GE 105                                | Introduction to Information Technology (IT)                | 3         |
| <b>Total Credits For Core Courses</b> |  | <b>12</b> |

### 1.2 Elective Courses

Students must select at least one course from each group.

| Course Code   | Course Title  | CH |
|---|---|----|
| Group 1: UAE Studies (Student Must Select at least one Course)                |   |    |
| GE 142 / GE 144   | UAE Society / مجتمع الإمارات  | 3  |
| GE 148  | UAE Economy and Labour Market                                       | 3  |
| Group 2: Islamic Studies (Student Must Select One Course)                     |   |    |
| GE 145 / GE 140   | Islamic Civilization / الحضارة الإسلامية                            | 3  |
| GE 141/GE 147   | Islamic Thought in Arabic / Islamic Thought in English              | 3  |
| Group 3: Free University Electives (Student Can Chose any Courses from Below) |   |    |
| Group A: Skills Development   |   |    |
| GE 123 / GE 107   | Personal Management / الإدارة الذاتية                               | 3  |
| GE 125  | Fundamentals of Entrepreneurship & Innovation                       | 3  |
| Group B: Humanities   |   |    |
| GE 102 or *GE 116   | Arabic Language Communication 2 or Basic Arabic Language 2          | 3  |
| GE 109  | Principles of Arabic Language Grammar - أساسيات قواعد اللغة العربية | 3  |
| GE 143  | History of the Arabian Gulf - تاريخ الخليج العربي                   | 3  |
| ***   | Any introductory Course in Islamic Studies                          | 3  |
| Group C: Social or Behavioural Sciences                                       |   |    |
| GE 130  | Introduction to Psychology  | 3  |
| GE 131  | Critical Thinking   | 3  |
| GE 135  | The Art of Dealing with People                                      | 3  |
| GE 114  | Principles of Research Skills                                       | 3  |



|  |  |           |
|--|--|-----------|
|  |  |           |
| ***  | Any introductory Course in Islamic Studies | 3         |
| Group D: Natural Sciences                  |  |           |
| GE 170                                     | Natural Resources and Environment          | 3         |
| HS 100                                     | Biology and Laboratory                     | 3         |
| HS 105                                     | Chemistry I and Laboratory                 | 3         |
| GE 180                                     | Principals of Healthy Living               | 3         |
| ***  | Any introductory Course in Health Sciences | 3         |
| <b>Total Credits For Electives Courses</b> |  | <b>12</b> |

## 2. College Requirements

### 2.1 Core Courses

| Course Code                                   | Course Title                                 | Credit    |
|---|--|-----------|
| BU 100 / GE 171 / CR 105                      | College Math                                 | 3         |
| CR 100 / CR 110                               | Probability & Statistics                     | 3         |
| BU 102  | Principles of Management                     | 3         |
| BU 103  | Principles of Marketing                      | 3         |
| BU 104  | Principles of Accounting                     | 3         |
| BU 108  | Management Information System (MIS)          | 3         |
| BU 201  | Macroeconomics                               | 3         |
| BU 203  | Production & Operation Management            | 3         |
| BU 204  | Organizational Behaviour                     | 3         |
| BU 210  | Microeconomics                               | 3         |
| BU 205  | Business Ethics                              | 3         |
| BU 301  | Business Finance                             | 3         |
| BU 303  | Business Law                                 | 3         |
| BU 304  | International Business Environment           | 3         |
| BU 305  | Business Strategy Previous "Business Policy" | 3         |
| <b>Total Credits for College Core Courses</b> |  | <b>45</b> |

### 2.2 Elective Courses

Student must select 3 courses from below list:

| Course Code                                       | Course Title   | CH       |
|---|--|----------|
| Group A   | Business Study Electives   |          |
| BU 240  | Effective Business Writing   | 3        |
| BU 306  | Consumer Behaviour   | 3        |
| BU 312  | E-Marketing Practices  | 3        |
| BU 314  | Principles of Islamic Economics  | 3        |
| Group B   | Free Electives   |          |
| XX XXX  | Student may choose any 100 and 200 level credit course of their interest | 3 to 9   |
| <b>Total Credits for College Elective Courses</b> |  | <b>9</b> |

## 2. Program Requirements

### 3.1 E-Management Core Courses

| Course Code                           | Course Title                                 | Credit    |
|---------------------------------------|--|-----------|
| BAem 312                              | Fundamentals of E-Management                 | 3         |
| BAem 313                              | Fundamentals of Enterprise Resource Planning | 3         |
| BAem 324                              | E-Business Web Technologies                  | 3         |
| BAem 412                              | E-Commerce                                   | 3         |
| BAem 414                              | Systems Analysis & Process Integrations      | 3         |
| BAem 416                              | Management of Data Networks                  | 3         |
| BA 490                                | BA Project                                   | 6         |
| BA 499                                | BA Internship                                | 9         |
| <b>Total Credits For Core Courses</b> |  | <b>33</b> |

### 3.2 E-Management Elective Courses

Student must select 3 courses from below list:

| Course Code                               | Course Title  | CH       |
|---|---|----------|
| <b>Group A</b>                            | <b>Any courses from E- Management Concentration Electives</b>               |          |
| BAem 314                                  | Customer Relationship Management  | 3        |
| BAem 420                                  | Business Intelligence   | 3        |
| BAem 422                                  | Knowledge Management  | 3        |
| <b>Group B</b>                            | <b>Any courses from Retail Management Concentration Electives</b>           |          |
| BAr 312                                   | Principles of Retail Management   | 3        |
| BAr 314                                   | Retail Sales Promotion  | 3        |
| BAr 316                                   | Retail Logistics  | 3        |
| BAr 416                                   | Retail Direct Marketing   | 3        |
| BAr 422                                   | UAE Retail Market   | 3        |
| BAr 426                                   | Entrepreneurship for Small Retail Business                                  | 3        |
| <b>Group C</b>                            | <b>Any courses from Event Concentration Electives</b>                       |          |
| BAev 312                                  | Introduction to Event Management  | 3        |
| BAev 313                                  | Event Production and Design   | 3        |
| BAev 314                                  | Event Operations and Logistics  | 3        |
| BAev 316                                  | Visual & Digital Fundamentals   | 3        |
| BAev 410                                  | Event Publicity and Promotion   | 3        |
| <b>Group D</b>                            | <b>Any courses from Islamic Banking and Finance Concentration Electives</b> |          |
| BAi 313                                   | Introduction to Islamic Banking and Finance                                 | 3        |
| BAi 314                                   | Islamic Banking Operations  | 3        |
| BAi 316                                   | Islamic Accounting Standards  | 3        |
| BU 314                                    | Principles of Islamic Economics   | 3        |
| BAi 414                                   | Islamic Commercial and Investment Banking                                   | 3        |
| BAi 420                                   | Islamic Financial Management  | 3        |
| <b>Total Credits For Elective Courses</b> |   | <b>9</b> |