

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)
Total	120 Credit Hours

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
Total Credits For Core Courses		12

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
Total Credits For Electives Courses		12

2. College Requirements

2.1 Core Courses

Course Code	Course Title	Credit
CR 105	College Math	3
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
Total Credits for College Core Courses		45

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
Total Credits for College Elective Courses		9

3. Program Requirements

3.1 Retail Management Core Courses

Course Code	Course Title	Credit
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 424	Fashion Merchandising	3
BA 490	BA Project	6
BA 499	BA Internship	9
Total Credits For Core Courses		33

3.6 Retail Management Elective Courses

Student must select 3 courses from below list:

Course Code	Course Title	CH
Group A	Any courses from Retail Management Concentration Electives:	
BAr 412	Retail Technology	3
BAr 414	International Retailing	3
BAr 426	Entrepreneurship for Small Retail Business	3
Group B	Any courses from E- Management Concentration Electives	
BAem 312	Fundamentals of E-Management	3
BAem 313	Fundamentals of Enterprise Resource Planning	3
BAem 324	E-Business Web Technologies	3
Group C	Any courses from Islamic Banking and Finance Concentration Electives	
BAi 313	Introduction to Islamic Banking and Finance	3
BAi 314	Islamic Banking Operations	3
BAi 316	Islamic Accounting Standards	3
Group D	Any courses from Event Management Concentration Electives	
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
Total Credits For Elective Courses		9