



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAM DESCRIPTION DOCUMENT

Dec 2023

Program Description

The Bachelor of Business Administration (BBA) program is structured to provide a comprehensive understanding of the diverse aspects of the business world. This program is designed to keep pace with contemporary trends in the business landscape. The curriculum merges fundamental business principles with an understanding of the dynamic nature of modern business operations. Students will gain knowledge in core subjects such as accounting, business law, finance, economics, marketing, and operational management.

Upon completion of the program, graduates will have a solid grasp of essential management practices and skills, with an emphasis on applying these skills in various business contexts. The program focuses on developing competencies in key areas like marketing and sales strategies, project management, financial analysis, supply chain and operations management, and leveraging information and communication technologies in business. This broad skill set prepares students for a successful career in the ever-evolving world of business.

Program Goals and Learning Outcomes

Program Goals

The goals of the BBA program are:

Program Goals

- ❖ **Deepen Business Knowledge:** Instill a thorough understanding of core business principles and management theories.
- ❖ **Strengthen Analytical Proficiency:** Enhance students' ability to dissect business problems and apply critical thinking and analytical skills for effective resolution.
- ❖ **Promote Collaborative Excellence:** Cultivate advanced collaborative techniques to foster leadership and teamwork in diverse business settings.
- ❖ **Expand Global and Ethical Awareness:** Broaden awareness of global business trends and underscore the importance of ethical decision-making in an international context.
- ❖ **Encourage Innovative Entrepreneurship:** Foster entrepreneurial spirit and innovation, emphasizing the identification and development of sustainable business opportunities.

Program Learning Outcomes

PLO 1: Demonstrate comprehension of business management concepts, principles, and theories.

PLO 2: Apply analytical and critical thinking skills to solve business problems.

PLO3: Analyze business issues and identify emerging technological solutions for ethical business decision-making.

PLO4: Employ collaborative skills in team settings to achieve synergistic outcomes.

PLO5: Examine global business trends and practices.

PLO6: Evaluate business scenarios for sustainability.

PLO7: Communicate persuasive, coherent arguments through written and oral methods for addressing diverse groups.

PLO8: Develop entrepreneurial and innovative approaches for business opportunities.

Program Requirements

Requirements	Core (Credit Hours)	Elective (Credit Hour)	Total (Credit Hour)
University	18	6	24
College	45	9	54
Program	33	9	42
Total	96	24	120

University Requirements (24 Credit Hours)

Core Courses (18 Credit Hours)

Course Code	Course Title	CH	Requisites
GE 101 or *GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	Score 5 in IELTS or equivalent
GE 104	English Language Communication 2	3	Score 5 in IELTS or equivalent
GE 125	Fundamentals of Entrepreneurship & Innovation	3	Score 5 in IELTS or equivalent
GE 142 / GE 144	UAE Society/ مجتمع الإمارات	3	Score 5 in IELTS or equivalent / None
GE 147 / GE 141	Islamic Thought / الثقافة الإسلامية	3	Score 5 in IELTS or equivalent / None
	Total	18	Credit Hours

Elective Courses (6 Credit Hours)

University Requirements - Elective Courses			
Course Code	Course Title	CH	Requisites
GE 102 or *GE 116	Arabic Language Communication 2 or Basic Arabic Language 2	3	None
GE 114	Principles of Research Skills	3	Score 5 in IELTS or equivalent
GE 123 / GE 107	Personal Management / الإدارة الذاتية	3	Score 5 in IELTS or equivalent / None
GE 131	Critical Thinking	3	Score 5 in IELTS or equivalent
GE 145 / GE 140	Islamic Civilization / الحضارة الإسلامية	3	Score 5 in IELTS or equivalent / None
GE 148	UAE Economy and Labour Market	3	Score 5 in IELTS or equivalent
	Total	6	Credit Hours

College Requirements (54 Credit Hours)

Core Courses (45 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 102	Principles of Management	3	12 Credits and score of 5.0 in IELTS or equivalent
MR 103	Principles of Marketing	3	12 Credits and score of 5.0 in IELTS or equivalent
AC 104	Principles of Accounting	3	MA 110 and score of 5.0 in IELTS or equivalent
IT 108	Management Information System (MIS)	3	Score of 5.0 in IELTS or equivalent
MA 110	Probability and Statistics	3	Score of 5.0 in IELTS or equivalent
EC 201	Macroeconomics	3	MA 110 and score of 5.0 in IELTS or equivalent
BU 202	Introduction to Leadership	3	BU 102
BU 203	Production & Operation Management	3	BU 102
BU 204	Organizational Behavior	3	BU 102
BU 205	Business Ethics	3	BU 102
EC 210	Microeconomics	3	MA 110
FN 301	Financial Management	3	AC 104
BU 303	Business Law	3	MA 110, BU 102, BU 203
BU 304	International Business Environment	3	MA 110, BU 102, BU 203
BU 305	Corporate Communication	3	BU 102, MR 103
	Total	45	Credit Hours

Elective Courses (9 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 240	Effective Business Writing	3	GE 104
IT 300	Introduction to Artificial Intelligence	3	IT 108, MA 110
MR 303	Contemporary Practices in Marketing	3	BU 103
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	BU 103
BU 401	Investment Analysis and Portfolio Management	3	FN 301
FN 402	International Finance	3	FN 301
	Total	9	Credit Hours

Program/Major Requirements (42 Credit Hours)

Core Courses (33 Credit Hours)

Course Code	Course Title	CH	Requisites
AC 111	Managerial Accounting	3	AC 104
HR 300	Human Resource Management	3	BU 102
MR 302	Digital Marketing	3	MR 103
BU 315	Fundamentals of Enterprise Resource Planning	3	IT 108 and 45 Credits
BU 316	Customer Relationship Management	3	MR 103
BU 403	Business Research Methodology	3	GE 114
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	IT 108 and 45 Credits
BU 406	Business Strategy	3	MA 110, BU 102, BU 203
BU 490	BA Project	3	90 Credits CGPA 2.00
BU 499	BA Internship	3	90 Credits.

Elective Courses (9 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110 Probability and Statistics and 45 credit hours
BU 318	Principles of Retail Management	3	BU 102, MR 103, 45 Credits
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103, 45 Credits
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	BU 102, BU 205, FN 301
BU 321	Quality Management	3	BU 102 and 45 Credits
BU 422	Knowledge Management	3	IT 108 and 45 Credits
	Total	9	Credit Hours

Guidance Plan

Year 1 – Semester 1

COURSE	PRE-REQUISITES	CREDITS
GE 101 Arabic Language Communication or GE 115 Basic Arabic Language 1	None	3
GE 103 English Language Communication 1	Score 5 in IELTS or equivalent	3
GE 142 مجتمع الإمارات / UAE Society	Score 5 in IELTS or equivalent / None	3
GE 147 الثقافة الإسلامية / Islamic Thought	Score 5 in IELTS or equivalent / None	3
University Requirements - Elective Course 1	As per Course Elective Requirements	3

Year 1 – Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 102 Principles of Management	12 Credits and score of 5.0 in IELTS or equivalent	3
GE 104 English Language Communication 2	Score 5 in IELTS or equivalent	3
GE 125 Fundamentals of Entrepreneurship & Innovation	Score 5 in IELTS or equivalent	3
MA 110 Probability and Statistics	Score of 5.0 in IELTS or equivalent	3
University Requirements - Elective Course 2	As per Course Elective Requirements	3

Year 2 – Semester 1

COURSE	PRE-REQUISITES	CREDITS
IT 108 Management Information System (MIS)	Score of 5.0 in IELTS or equivalent	3
BU 202 Introduction to Leadership	BU 102	3
MR 103 Principles of Marketing	12 Credits and score of 5.0 in IELTS or equivalent	3
AC 104 Principles of Accounting	MA 110 and score of 5.0 in IELTS or equivalent	3
College Requirements - Elective Course 1	As per Course Elective Requirements	3

Year 2 – Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 205 Business Ethics	BU 102	3
EC 201 Macroeconomics	MA 110 and score of 5.0 in IELTS or equivalent	3
BU 203 Production & Operation Management	BU 102	3
BU 204 Organizational Behavior	BU 102	3
College Requirements - Elective Course 2	As per Course Elective Requirements	3

Year 3 – Semester 1

COURSE	PRE-REQUISITES	CREDITS
EC 210 Microeconomics	MA 110	3
FN 301 Financial Management	AC 104	3
BU 303 Business Law	MA 110, BU 102, BU 203	3
BU 305 Corporate Communication	BU 102, MR 103	3
Program Requirements - Elective Course 1	As per Course Elective Requirements	3

Year 3 – Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 304 International Business Environment	MA 110, BU 102, BU 203	3
AC 111 Managerial Accounting	AC 104	3
BU 315 Fundamentals of Enterprise Resource Planning	IT 108 and 45 Credits	3
Program Requirements - Elective Course 2	As per Course Elective Requirements	3
College Requirements - Elective Course 3	As per Course Elective Requirements	3

Year 4 – Semester 1

COURSE	PRE-REQUISITES	CREDITS
IT 404 Business Intelligence and Data Analytics	MA 110	3
HR 300 Human Resource Management	BU 102	3
MR 302 Digital Marketing	MR 103	3
BU 403 Business Research Methodology	GE 114	3
BU 499 BA Internship	90 Credits.	3

Year 4 – Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 316 Customer Relationship Management	MR 103	3
BU 406 Business Strategy	MA 110, BU 102, BU 203	3
BU 405 Project Management	IT 108 and 45 Credits	3
Program Requirements - Elective Course 3	As per Course Elective Requirements	3
BU 490 BA Project	90 Credits CGPA 2.00	3

Program Study Plan

Year 1		Year 2		Year 3		Year 4	
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Arabic Language Communication 1 GE101/ GE115	Principles of Management BU 102	Management Information System (MIS) IT 108	Business Ethics BU 205	Corporate Communication BU 305	International Business Environment BU 304	Business Intelligence and Data Analytics IT 404	Customer Relationship Management BU 316
English Language Communication 1 GE 103	English Language Communication 2 GE 104	Introduction to Leadership BU202	Macroeconomics EC 201	Microeconomics EC 210	Managerial Accounting AC 111	Human Resource Management HR 300	Business Strategy BU 406
مجتمع الإمارات UAE Society/ GE 142/ GE 144	Fundamentals of Entrepreneurship & Innovation GE 125	Principles of Marketing MR 103	Production & Operation Management BU 203	Financial Management FN 301	Fundamentals of Enterprise Resource Planning BU 315	Digital Marketing MR 302	Project Management BU 405
الثقافة الإسلامية Islamic Thought GE 147/ GE 141	Probability and Statistics MA 110	Principles of Accounting AC 104	Organizational Behavior BU 204	Business Law BU 303	Program Requirements - Elective Course 2	Business Research Methodology BU 403	Program Requirements - Elective Course 3
University Requirements - Elective Course 1	University Requirements - Elective Course 2	College Requirements - Elective Course 1	College Requirements - Elective Course 2	Program Requirements - Elective Course 1	College Requirements - Elective Course 3	*BA Internship BU 499	BA Project BU 490
15	15	15	15	15	15	15	15
30		30		30		30	

*The BA internship will be conducted during the summer.