

College Requirements - Core

BU 102 – Principles of Management

The course offers a comprehensive exploration of the core concepts and practices that underpin effective management within organizations. This course provides students with a foundational understanding of management principles. Students will delve into key managerial functions such as planning, organizing, leading, and controlling, while also gaining insights into entrepreneurship, human resource management, diversity management, and motivation. The course underscores the importance of effective teamwork, communication, and managerial control in achieving organizational success. Additionally, it delves into the vital areas of innovation and change management, preparing students to navigate the dynamic landscape of modern business. By course completion, students will have acquired the knowledge and skills necessary to embark on successful management careers and contribute to organizational growth and sustainability.

MR 103 – Principles of Marketing

This course is designed to introduce students to the foundational concepts and principles of marketing and their application in real-world scenarios. It provides an overview of how marketing functions alongside other key business areas. The curriculum introduces basic marketing concepts, including the marketing mix, and lays the groundwork for understanding both marketing theory and practice. The course examines consumer behavior patterns, both from individual and organizational perspectives, and delves into market research, as well as the strategies of market segmentation, targeting, and positioning. Key aspects such as product development, branding, distribution channels, pricing strategies, marketing communications, and service marketing will be explored. Through the use of case studies, students will have the opportunity to apply their learning to practical situations, enhancing their analytical and problem-solving skills in marketing contexts.

AC 104 – Principles of Accounting

This course is designed to provide students with a solid background in basic accounting procedures used in business organizations. The course material will include basic financial accounting concepts, double-entry bookkeeping, general journal and ledger, adjusting and closing entries, trial balance, accounting for merchandising operations, financial statement preparation, and related topics. Each new concept introduced is supported by examples and problem-solving classwork activities.

IT 108 – Management Information Systems

This course is designed to provide fundamental understanding of how information technology supports and improves organizational management and decision-making. With the use of information

technology, learners will be able to make better judgments, perform better organizationally, and adjust to the fast-paced, cutthroat business world. Success in the contemporary business environment requires a solid understanding of management, entrepreneurship, and information technology.

MA 110 Probability and Statistics

This course is designed to acquaint students with basic statistical concepts, analytical techniques, applications and methods of analysis. At the end of this course, students should be able to apply the taught methods and techniques to a variety of situations. Topics covered in this course include methods of sampling, classifying, analyzing, and presenting numerical data; frequency distributions, averages, dispersion, times series analysis, correlation, causation, and forecasting for practical purposes. Students learning will be facilitated by the use of numerical questions, real examples, and applications across various disciplines.

EC 201 Macroeconomics

The course provides an introduction to Macroeconomics theory. The course covers the topics of circular flow, key macro indicators such as gross domestic product, unemployment, inflation, interest rates, exchange rates, money supply, balance of payment and price indices. Students will study the historical evolution of macroeconomic theory by examining, comparing and contrasting the various schools of thought. In addition, students will discuss the impact of government interventions by formulating and implementing effective fiscal and monetary policies in pursuit of economic growth, while attempting to control inflation and unemployment.

BU 202 Introduction to Leadership

This leadership course offers a comprehensive introduction into the essence of leadership across various dimensions. Beginning with a foundational exploration of what it means to be a leader, the course progresses through the study of leadership traits, behaviors, and relationships, contingency approaches, and the personal qualities essential in leadership. It emphasizes the role of leaders in building relationships, focusing on skills like motivation, communication, and team leadership, while also addressing diversity and influence. Additionally, the course explores the leader's role as a social architect in shaping organizational culture and leading change. Through this course, students will gain a deep understanding of the multifaceted nature of leadership and develop skills essential for effective leadership in diverse settings.

BU 203 Production & Operation Management

All organizations operate in an environment of increasing operational and technological complexity that pervades every aspect of the business. To succeed managers must have a sound understanding of the many factors that influence the effectiveness of production and operation systems. Operations are at the heart of all service and manufacturing enterprises. Hence, the operational activities and processes need to be carried out effectively and efficiently. Operational decisions made by managers can have a major impact on an organization's competitive performance, profitability, and even on its survival. The focus of this course is on the nature of operations and how managers address the major operations-related problems and opportunities that arise across the range of activities in today's organizations.

BU 204 Organizational Behavior

In this course, students will explore fundamental principles and practical applications of contemporary theories and methods aimed at comprehending human actions within organizational settings. The course delves into essential insights regarding the dynamics, factors, and consequences of both individual and group behaviors within the context of organizations. Key topics encompass factors influencing motivation, the processes of individual and group decision-making, organizational communication, the dynamics of teams, leadership, the role of power and politics in organizational dynamics, and techniques for conflict resolution.

BU 205 Business Ethics

This course is designed to address the moral implications of business operations in an effective way. It seeks to make clear how moral standards and ethical principles inform business decisions. The course also poses the topic of whether adding ethical principles improves the success and performance of businesses. This course's main goal is to examine the function and importance of ethics in the corporate world. The course will explore the moral obligations and principles that exist in the relationship between an employer and employee. Finally, it will look into whether competition, marketing, sales, and advertising are restricted in any way by ethical issues. Participants will acquire a practical grasp of how ethics fits into corporate conduct and decision-making through this course.

EC 210 Microeconomics

The course provides an introduction to Microeconomics; discussing the basic concepts about the market and the firm. The course covers the topics of marginal utility, production levels, efficiency, price determination and profit maximization. Students will study the forces of demand and supply, and the different forms of competition. In addition, students will discuss the impact of government interventions on the market and the firm, and market failures.

FN 301 Financial Management

This course provides students with a comprehensive understanding of the key functions of financial management within an organization. It emphasizes the practical application of financial tools and techniques to facilitate informed decision-making. Students will learn how to analyze financial statements to assess the financial health and performance of a company. They will also gain proficiency in financial planning, which involves forecasting and allocating resources to achieve organizational goals. Additionally, the course covers working capital management, which involves managing a company's short-term assets and liabilities.

The course further explores long-term investment decisions, enabling students to apply valuation principles to assess the worth of investment opportunities. By mastering these principles, students will be equipped to make sound investment decisions that align with the organization's strategic objectives.

BU 303 Business Law

This course examines the legal environment in which businesses operate and studies the interaction between business and the legal system. The course covers areas of the law that are integral to operating a business enterprise. Topics include nature and sources of law, contracts, torts, agency, ethical and criminal implications of business actions, property laws, and the legal aspects of different business entities. Students will use case studies throughout, and will apply team-working skills to role-play negotiation scenarios and write contracts. A significant emphasis is placed on practical learning through case studies relevant to the UAE business environment.

BU 304 International Business Environment

This course offers a comprehensive exploration of the international business landscape, focusing on the complexities of globalization and international trade. It delves into the roles and impacts of various international organizations on global market regulation, providing students with a comparative understanding of these entities. The course is designed to equip students with a robust theoretical framework, supplemented by practical, real-world examples. A key component of the course is understanding the critical role of research and development in securing a competitive edge for multinationals in the global marketplace.

BU 305 Corporate Communication

The course offers a scholarly examination of the intricacies of communication within the corporate context. Delving into the evolving business environment, it explores strategic communication planning, corporate brand and reputation management, corporate responsibility, media and internal relations, investor and government engagement, and crisis communication. Students will gain academic insights into crafting messages, managing stakeholder relationships, and responding strategically to unforeseen challenges, equipping them to become adept strategic communicators capable of navigating the complexities of contemporary corporate discourse and enhancing organizational success.

College Requirements – Elective

BU 240 Effective Business Writing

In this course, students will learn when and how to write clear persuasive documents while acting as effective members of a team. Student's readings and class materials provide concrete instructions and templates that suggest how to create various business documents. Within a class structure organized around small student workgroups, students will learn how to become effective writers and editors through a process of peer revision. The choice of class materials and resources involve students in activities that encourage critical analysis while building their knowledge of English grammar and effective usage. Students complete a weekly number of readings and class assignments designed to expose them to many different types of documents and rhetorical strategies. By the end of the course, students will know how to design and present effective communication documents.

IT 300 Introduction to Artificial Intelligence

The aim of this course is to enable students to have a real-world view of AI technology. It covers AI in the context of the areas that AI may be useful, the evaluation of the technology and starting an AI project. It covers the foundations of AI and the subsets and branches of AI like Machine Learning, Neural Networks, NLP and Robotics. Students will use case studies throughout this course to enable them to apply their knowledge to real-life scenarios and develop problem-solving skills.

MR 303 Contemporary Practices in Marketing

The course provides a comprehensive understanding of the modern marketing landscape, focusing on the transformative impact of digital technology. Students will learn about the challenges faced by marketing organizations in the digital age and explore strategies to gain real-time insights into consumer behavior. They learn how to architect data-driven buyer personas, personalize customer journeys, and activate brand purpose effectively. The course also covers building a robust content marketing supply chain, emphasizing the design of captivating customer experiences and the power of storytelling. Students discover ways to disrupt traditional content distribution methods and explore emerging channels to connect with their target audience. Additionally, the course highlights the significance of personal branding and engagement through social employees, influencers, and Generation Z. By the end of this course, students will possess the knowledge and skills needed to navigate and succeed in today's dynamic marketing environment.

BU 306 Consumer Behaviour

This course provides a comprehensive introduction to the concepts, techniques and models of consumer behaviour including the decision-making processes and the influence of environmental forces. Psychological and social factors influencing buying decisions are discussed as well as the managerial implications for planning, executing, and evaluating marketing strategies. For each topic covered a corresponding case study is discussed, enabling students to apply the taught concepts in a practical context.

BU 307 Supply Chain Management

This Supply Chain Management course provides an in-depth exploration of modern supply chain practices, covering key topics like 21st Century Supply Chains, Information Technology, Logistics, Customer Accommodation, Integrated Operations Planning, Procurement, Manufacturing, Inventory, Transportation, Warehousing, Global Supply Chains, Network Design, Relationship Management, and Performance Measurement. Incorporating Problem-Based Learning sessions and case studies, the course offers a practical understanding of managing efficient, responsive, and innovative supply chains in a global context.

BU 308 Sales and Business Development

The Sales and Business Development course focuses on the pivotal role of sales in driving the success of organizations. Students will explore the responsibilities of sales managers in developing sales personnel, generating new business, and contributing to overall company prosperity. The course emphasizes the global perspective of sales management, covering topics such as marketing and sales strategies for globalization, regional and country-specific profiles, export trade compliance, logistics, and supply chain operations. Through theoretical concepts, practical case studies, and interactive exercises, students will acquire essential sales and negotiation skills, enabling them to effectively drive sales growth, build successful sales teams, and navigate the complexities of the global marketplace.

BU 401 Investment Analysis and Portfolio Management

This course provides an overview of investment analysis and portfolio management. Students will learn the key concepts and techniques for making investment decisions in different asset classes, including stocks, bonds, and derivatives. Topics covered include the investment setting, asset allocation, securities markets, efficient capital markets, behavioral finance, technical analysis, financial statements and security analysis, equity portfolio management strategies, bond fundamentals and valuation, bond analysis, and portfolio management strategies. The course also covers derivative markets and securities, including forward, futures, swap and option contracts, and other embedded derivatives. In addition, students will learn about active portfolio management, alternative assets, and industry ethics. Students are expected to demonstrate the ability to apply the taught concepts through the analysis of a variety of case studies.

FN 402 International Finance

The international Finance is designed for students pursuing a Bachelor's in Business Administration (BBA) degree. This particular course concentrates on the most recent theories of international finance and how they are put into practice in the real world. In order to make informed corporate decisions, it is essential to have a comprehensive knowledge of the global financial markets, with a focus on foreign exchange markets and world capital markets, which will be covered in this course. Furthermore, effective financial management necessitates the use of hedging strategies and risk management.

The course will cover various aspects related to both international financial markets and the financial operations of a firm within the international environment. The course will cover the following topics: an overview of environment of international finance, balance of payments and exchange market, international monetary system, political risk, international cash management.

Program Requirements - Core

AC 111 Managerial Accounting

This course focuses on the responsibilities and functions of management accountants in relation to accounting and financial data for effective business management. It covers the preparation, analysis, and interpretation of this data to support decision-making and strategic planning. Students will learn how to utilize accounting information to evaluate performance, control costs, develop budgets, and make informed managerial decisions.

HR 300 Human Resource Management

The course on human resource management offers a comprehensive examination of how human capital is managed in businesses. Students thoroughly grasp everything from labor dynamics, acquisition, and continuous resource development to legal considerations and strategy alignment. The program strongly emphasizes pay structures, employee assessments, and new developments in HRM, all of which promote flexibility. The global viewpoint takes into account a variety of settings. Students develop critical thinking skills through case studies, putting them in a position to make a major contribution to the development of organizations.

MR 302 Digital Marketing

This innovative course delves into the complexities of digital marketing, thereby surpassing traditional marketing paradigms. Students will acquire data analytics and digital advertising expertise, including creating engaging content and effectively employing social media platforms. Effectively navigates the dynamic landscape of customer behaviour in the digital era by mastering strategies that maximise brand visibility and influence. Practical applications are prioritised, guaranteeing that students acquire discernible proficiencies in search engine optimisation, content generation, and campaign analysis.

BU 315 Fundamentals of Enterprise Resource Planning

This course is designed to examine the evolution of enterprise systems from internally focused client/server systems to externally focused e-business. This class studies the types of issues that managers will need to consider in implementing cross-functional integrated enterprise systems. The course covers the general nature of enterprise computing, re-engineering principles and the technical foundations of enterprise information architectures. Students will also learn about the different vendors of enterprise information systems and their products. Topics include the tools and methodology, modules, processes, and industry initiatives.

BU 316 Customer Relationship Management

This precisely designed course seeks to acquaint students with the broad scope, goals, and essential customer relationship management (CRM) components. This course's participants will thoroughly investigate the complex systems and ideas that support efficient customer relationship management. The curriculum includes a wide range of topics, including The Loyalty Concept, Business-to-Business dynamics, Business-to-Customer interactions, logistics and supply chain complexities, relationship management analysis phases, strategic focal points, the subtleties of retention and acquisition strategies, and the craft of effective campaign management.

BU 403 Business Research Methodology

This Business Methods course offers an in-depth exploration of research methodologies in the business realm, covering the entire research process. Students will engage with the foundations of business research, including strategy formulation, research design, and question development. The course also addresses the ethical considerations in business research and effective communication of research findings. Further, it delves into quantitative methods, from data collection to inferential statistics, and qualitative approaches including ethnography and focus groups. A special segment on mixed methods research illustrates the integration of quantitative and qualitative techniques.

IT 404 Business Intelligence and Data Analytics

This course offers a thorough examination of data science, analytics, and business intelligence, giving students a well-rounded grasp of these rapidly evolving topics. It goes over the basic ideas and methods needed to apply analytics to a range of business problems. Important topics covered in the program include data warehousing, business intelligence, statistical analysis, data sources, exploratory and

confirmatory analytics, data visualization, and real-world applications in operations, finance, accounting, and marketing.

BU 405 Project Management

This course is an introduction to the project management concepts and applications. It covers topics necessary for laying a good foundation of Project Management purpose, function and importance in the contemporary business environment. The course examines concepts, practices, purpose and functional aspects, management and controlling in Project Management. It covers Planning, Managing Risk, Estimating and Feasibility Analysis, Work Breakdown Structures, Introduction to Project Start –up, role of Project Manager, and Project Management Office (PMO).

BU 406 Business Strategy

This course aims to acquaint students with the foundations of corporate strategy, including the essentials of how strategies are created and implemented. The students will examine and contrast the many layers of strategy, such as corporate, business, and market strategies. The course will explore key models and tools for strategic analysis that are used to examine the market, the company, and the business environment as a whole. The course aims to give students a strong theoretical basis and pertinent case studies to support their development of analytical and decision-making abilities in the field of strategic management. By the completion of the course, students should be able to make well-informed judgments, select from a range of possibilities, and create strategic action plans that will allow them to implement strategies in an efficient manner to gain a lasting competitive advantage.

BA 490 Project

This course is a guided research project designed to provide students with the ability to produce an extended original research project. The research activity will include clear defined hypothesis and research objectives followed by a critical review of the relevant literature, and a discussion of relevant theories and methodologies. Student will collect original data using appropriate research methods.

Primary data and secondary data sets will be collected, examined and analyzed. Students should be able to present a well-structured discussion based on the findings of the data analysis. Students should be able to demonstrate the ability to draw concise and precise conclusions reflecting on the research objectives and linking to the underpinning theory.

The project provides students with an opportunity to develop their analytical and problem solving skills in an autonomous manner in order to enhance their employability. The project will provide students with a substantial degree of self-confidence and personal satisfaction, based on the experience of studying and

researching an area independently. The course is designed to enhance a student-centered approach to deep learning and instill the life-long learning skill of self-directed research.

The time allocated for this course is about 270 hours of self-directed learning. Students will study under the supervision of a member of academic staff. Students will be introduced to research projects and will study the basics of research methods in small groups by attending seminars led by the instructor. The student-centered learning takes the form of directed reading and self-directed research to produce a final report on the research project. Students will be clearly advised about the format and structure of the report.

BU 499 BA Internship

The internship is a mandatory part of the BA program that is designed to provide students with a guided, professional experience through a work placement that combines academic and professional components as a managed transition towards professional careers. Students will undertake a placement within a business, government, or non-profit organization in the UAE. The internship is an opportunity for students to apply what they have learned to the complex and multi-faceted functioning of an organization in the 'real world'.

The internship experience helps students to build their confidence, promote their personal and professional development, and better understand their career goals and decisions. The internship will help students to be more competitive in the job market following graduation.

Program Requirements - Electives

BU 317 Quantitative Analysis for Better Decision-Making

This course introduces the concepts and practice of data Analytics. It offers a comprehensive understanding of data analytics. Analytics is all about turning data into insights to help companies make smarter decisions. In this subject, students will learn how to work with data, use data analysis software, and make sense of business information, while using numbers and charts to tell stories about a company's performance.

BU 318 Principles of Retail Management

This course enables students to examine the main principles and scope of retailing functions, including the business context of retailing, competition, pricing, types of retail formats and operations, managing retail stores and their day-to-day operations. Key topics include retail channels, marketing retail strategy, retail location, retail information system, supply chain and client relations management. Merchandise management is explored including planning process, merchandise buying and retail pricing.

BU 319 Entrepreneurship for Small Retail Business

The course focuses on developing learners managerial skills to administer a small business. This will include the business planning, financial management and resources deployed to run a successful small business. A focus on UAE retail sector landscape is explored to obtain a stronger understanding of the course key concepts. Students are expected to examine the challenges involved in starting and operating a successful small business, selecting the location, determining how to borrow money. In addition, budgeting and credit issues are discussed.

FN 320 Introduction to Islamic Banking and Finance

The course aims to introduce the students to the concept of Islamic banking and finance. Students are expected to identify and explain the basis of Islamic banking and finance; the development of the Islamic finance and banking industry. Students should be able to compare and contrast Islamic banking and conventional banking and realize that the former is based on Islamic-ethical principles. The course provides an overview of the different modes of Islamic banking and finance systems such as Murabaha, Musawama, Mudharaba, Musharaka and Ijara.

BU 320 Risk Management

The Course provides students with a comprehensive understanding of the evolving field of risk management. As risk management methods continue to advance, the role of Risk Managers becomes more specialized and critical. This course explores the necessary evolution of risk management and introduces the concept of a "risk outlook" to illuminate effective risk management strategies. Students will learn to expand the time horizon in considering risks, think critically about long-term implications, challenge conventional wisdom, and navigate complex and unconventional crises. The course covers various aspects of risk management across different sectors, including corporate risk management, banking regulations, credit risk, market risk, interest rate risk, asset/liability management, credit scoring, operational risk, and more. Through the examination of real-world case studies and theoretical frameworks, students will develop practical skills in risk assessment, measurement, and mitigation. By the end of the course, students will be equipped to analyze and manage risks effectively in a dynamic and ever-changing business environment.

BU 321 Quality Management

This course is designed to introduce BBA students to the principles and practices of quality management in the context of business organizations. Students will learn about quality management frameworks, tools, and techniques that are used to improve the efficiency and effectiveness of business processes. They will also learn about the role of quality management in enhancing customer satisfaction, ensuring compliance with regulatory requirements, and fostering a culture of continuous improvement in organizations.

BU 422 Knowledge Management

This course focuses on the theory and practice of knowledge management in the organizational context. Students are introduced to the basic concepts of knowledge management systems in the context of business management. Students are expected to analyze and evaluate the impact of embracing a developed knowledge and information management system on the decision making process.