

JUMEIRA UNIVERSITY



جامعة جميرة

BACHELOR OF BUSINESS ADMINISTRATION(BBA)

Marketing

**February 2025**

# Program Structure

## 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 / GE144	UAE Society / مجتمع الإمارات	3	Score 5 in IELTS or equivalent / None
GE 147 / GE141	Islamic Thought / ثقافة الإسلاميه	3	Score 5 in IELTS or equivalent / None
	<b>Total</b>	<b>18</b>	<b>Credit Hours</b>

### Elective Courses (6 Credit Hours)

#### University Requirements - Elective Courses

Course Code	Course Title	CH	Requisites
GE 102 or *GE116	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
	<b>Total</b>	<b>6</b>	<b>Credit Hours</b>

### College Requirements (48 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

#### College Elective Courses (3 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
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	BU 103
	<b>Total</b>	<b>3</b>	<b>Credit Hours</b>

#### Program Requirements (33 Credit Hours)

#### Core Courses (24 Credit Hours)

Course Code	Course Title	CH	Requisites
HR 300	Human Resource Management	3	BU 102
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	BU 403
BU 499	BA Internship	3	90 Credits
	<b>Total</b>	<b>24</b>	<b>Credit Hours</b>

### Program 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
HR 414	Reward for Performance and Contribution	3	
AC 407	Audit and Assurance	3	AC 111 and BU 205
MR 327	Advertising and Promotion	3	MR 103, MR 302 (new course)
AC 322	Cost Management	3	AC 111
	<b>Total</b>	<b>9</b>	<b>Credit Hours</b>

### Concentration Courses (18 Credit Hours)

#### Course Category – Marketing Core Courses = 15 CREDITS

Course Code	Course Title	CH	Requisites
MR 440	Applied Marketing management	3	MR 103
MR 441	Contemporary Marketing Issues	3	MR 103
MR 442	Digital Marketing	3	MR 103
MR 443	Brand and Corporate Communication	3	MR 103
MR 444	Corporate Marketing Strategy	3	MR 103
	<b>Total</b>	<b>15</b>	<b>Credit Hours</b>