



BACHELOR OF BUSINESS ADMINISTRATION MARKETING

Program Structure

Telephone: +971 4 515 4555

www.ju.ac.ae

info@ju.ac.ae

Latifa Bint Hamdan Street, Exit # 22, Al-Khail Street, Dubai,

United Arab Emirates

A. Program Structure

1. University Requirements

a. Core Courses (18+6 Credit Hours)

Course Code	Course Title	CH	Pre-Requisites
GE 101 or *GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	None
GE 104	English Language Communication 2	3	GE 103
GE 142	UAE Society	3	None
GE 147	Islamic Thought	3	None
GE 125	Fundamentals of Entrepreneurship & Innovation	3	None
	Total	18	Credit Hours

a. Elective Courses

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

2. College Requirements (45 Core+3 Electives) 48 Credit Hours

a. Core Courses (45 Credit Hours)

Course Code	Course Title	CH	Pre-Requisites
BU 102	Principles of Management	3	None
MR 103	Principles of Marketing	3	None
AC 104	Principles of Accounting	3	MA 110
IT 108	Management Information System (MIS)	3	None
MA 110	Probability and Statistics	3	None
EC 201	Macroeconomics	3	MA 110
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	BU 102
BU 304	International Business Environment	3	BU 102
BU 305	Corporate Communication	3	BU 102, MR 103
Total		45	Credit Hours

b. Elective Courses (3 Credit Hours)

Course Code	Course Title	CH	Pre-Requisites
BU 240	Effective Business Writing	3	GE 104
IT 300	Introduction to Artificial Intelligence	3	IT 108
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 102
BU 308	Sales and Business Development	3	MR 103
Total		3	Credit Hours

3. Program/Major Requirements (24 Compulsory+9 Electives) 33 Credit Hours

a. Core Courses 33 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	MA 110 and 60 Credit Hours
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	BU 203
BU 406	Business Strategy	3	BU 304
BU 490	BA Project	3	BU 403
BU 499	BA Internship	3	90 Credits
Total		24	Credit Hours

b. Elective Courses (9 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110
BU 318	Principles of Retail Management	3	BU 102, MR 103
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103

Course Code	Course Title	CH	Requisites
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	BU 205
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	HR 300
AC 407	Audit and Assurance	3	FN 301
MR 327	Advertising and Promotion	3	MR 103
AC 322	Cost Accounting	3	AC 104
	Total	9	Credit Hours

4. Concentration Courses 15 Credit Hours

A. Marketing Concentration (15 Credit Hours)

Course Code	Course Title	CH	Pre-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. Study Plan- BBA Concentrations

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	None	3
GE 142 UAE Society	None	3
GE 147 Islamic Thought	None	3
University Requirements - Elective Course 1	None	3

Year 1 – Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 102 Principles of Management	None	3
GE 104 English Language Communication 2	GE 103	3
GE 125 Fundamentals of Entrepreneurship & Innovation	None	3

MA 110 Probability and Statistics	None	3
University Requirements - Elective Course 2	None	3

Year 2 Semester 1

COURSE	PRE-REQUISITES	CREDITS
IT 108 Management Information System (MIS)	None	3
BU 202 Introduction to Leadership	BU 102	3
MR 103 Principles of Marketing	None	3
AC 104 Principles of Accounting	MA 110	3
HR 300 Human Resource Management	BU 102	3

Year 2 Semester 2

COURSE	PRE-REQUISITES	CREDITS
FN 301 Financial Management	AC 104	3
EC 201 Macroeconomics	MA 110	3
BU 203 Production & Operation Management	BU 102	3
BU 204 Organizational Behavior	BU 102	3
College Requirements - Elective Course 1	As per Course Elective Requirements	3

Year 3- Semester 1

COURSE	PRE-REQUISITES	CREDITS
EC 210 Microeconomics	MA 110	3
BU 205 Business Ethics	BU 102	3
IT 404 Business Intelligence and Data Analytics	MA 110	3
Concentration Course 1	As per Course Concentration Prerequisite	3
Concentration Course 2	As per Course Concentration Prerequisite	3

Year 3- Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 304 International Business Environment	BU 102	3
Concentration Course 3	As per Course Concentration Prerequisite	3

Concentration Course 4	As per Course Concentration Prerequisite	3
Program Requirements - Elective Course 1	As per Course Elective Requirements	3
Program Requirements - Elective Course 2	As per Course Elective Requirements	3

Year 4- Semester 1

COURSE	PRE-REQUISITES	CREDITS
BU 303 Business Law	BU 102	3
BU 305 Corporate Communication	BU 102, MR 103	3
BU 403 Business Research Methodology	MA 110 and 60 Credit Hours	3
BU 499 BA Internship	90 Credits	3
Program Requirements - Elective Course 3	As per Course Elective Requirements	3

Year 4- Semester 2

COURSE	PRE-REQUISITES	CREDITS
BU 316 Customer Relationship Management	MR 103	3
BU 406 Business Strategy	BU 304	3
BU 405 Project Management	BU 203	3
Concentration Course 5	As per Course Concentration Prerequisite	3
BU 490 BA Project	BU 403	3

C. Completion requirements

The Bachelor of Business Administration (BBA) program with its concentration in Human Resource Management, Marketing, Business Analytics and Accounting and Finance requires a total of 120 credit hours (CH) for completion.

Full-Time Students: A full-time student is expected to complete the degree program in four years (8 semesters).

Program Offering: The program is offered on both a full-time and part-time basis.

Maximum Study Period: The maximum study period permitted for all students (full-time and part-time) to complete the program is 14 semesters. (7 years)

Program Requirements

The requirements for graduation with a bachelor's degree in business administration from the University are completing 120 Credit Hours made up of four types of requirements, including:

Requirements	Core (Credit Hours)	Elective (Credit Hour)	Total (Credit Hour)
University	18	6	24
College	45	3	48
Program	24	9	33
Concentrations	15		15
Total	102	18	120