



CANADIAN  
UNIVERSITY DUBAI

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## **Course Description**

**Bachelor of Business Administration (BBA)**

**School of Management**

## BBA in Marketing

### **ACT 112 - Principles of Accounting I**

**(3-0-3)**

**Prerequisite: None**

This course concentrates on accounting for merchandise operations, proprietorship, specialized books of original entry, and the voucher system including emphasis on the financial aspects of accounting. Also, accounting concepts and principles, accounting for cash and receivables, inventory systems, inventory costing methods, accounting of acquisitions, depreciation and disposal of plant assets will be covered in this course.

### **ACT 212 - Principles of Accounting II**

**(3-0-3)**

**Prerequisite: ACT 112**

This course covers financial and managerial accounting theory and practices, including topics such as partnerships, capital stock transactions and dividends, liabilities, statement of cash flows, financial statement analysis, managerial accounting concepts and principles, cost behavior, cost-volume-profit analysis, and budgetary planning and control.

### **BUS 205 - Social & Digital Media**

**(3-0-3)**

**Prerequisite: None**

This course introduces the students to the basic concepts of: establishing the first presence of the business project on the web. This includes designing the web & mobile sites, online marketing techniques and online analytics. The course is taught through the implementation of different stages as part of an online business project with special focus on integrating social media.

### **BUS 400 - Internship**

**(3 Credits)**

**Prerequisite: 90 Credits & CGPA  $\geq$  2.0**

An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

### **ECO 221 - Principles of Microeconomics**

**(3-0-3)**

**Prerequisite: None**

This course introduces microeconomic theory to model individuals, households, and firms' decisions, in a world where all resources are scarce. The course covers topics such as consumer choice theory, demand and supply, theory of production and costs, different types of markets, public goods and externalities, taxation and government spending, game theory, as well as topics regarding asymmetric information.

### **ECO 222 - Principles of Macroeconomics**

**(3-0-3)**

**Prerequisite: None**

This course introduces students to essential macroeconomic principles and core macroeconomic theories. The first part of the course explores how to measure national economic activity, specifically GDP, unemployment and inflation, and their relationship to the business cycle.

The second part of the course analyzes theories of economic growth and development, role of the monetary system, fiscal and monetary policy, as well as introduce students to concepts of the open economy. The course makes use of algebra, calculus, and graphs to illustrate concepts.

Discussion of current social-economic issues faced by countries (such as Covid and war) provide real life examples of the application of economic policy.

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### **ENT 241 - Entrepreneurship 1**

**(2-0-2)**

**Prerequisite: ENT 142**

Entrepreneurship 1 is the first part of a continuation of two inter-related courses (ENT 241-ENT 242). The first part of the course is applied, hands-on, and interdisciplinary, which has been specifically designed with the purpose to engage the learner in entrepreneurial thought and action through enterprise planning for the development of a new business start-up from a commercial standpoint. The learning content ranges from exploring numerous creative business ideas using contemporary tools for ideation and business planning, researching market data and trends, and developing rich insights of the learner's journey by adopting reflective models for personal and professional development. Most sessions include a mix of components: lecture, discussion, interactive activities in class, and open Q & A if an appropriate expert or guest speaker is available.

### **ENT 242 - Entrepreneurship 2**

**(0-2-1)**

**Prerequisite: ENT 241**

Entrepreneurship 2 is the second (and final) part of a continuation of two courses. The second part of the course is applied, hands-on, and interdisciplinary, which has been specifically designed to engage the learner in entrepreneurial thought and action for the development of a new business start-up from a commercial standpoint. This course extends from Entrepreneurship 1 (ENT 241) but focuses specifically on developing, presenting, and defending your innovative business plan for new venture creation at an "Investor Pitch" event. The learning content ranges from developing a comprehensive business plan using contemporary sources of reference and analytical models, researching primary and secondary data, and identifying various sources of capital for the business start-up, whilst also developing rich insights of the learner's enterprise journey by adopting reflective models for personal and professional development. Most sessions include a mix of components: lecture, discussion, interactive activities in class, and open Q & A if an appropriate expert or guest speaker is available.

### **FIN 201 - Managerial Finance**

**(3-0-3)**

**Prerequisite: ACT 112**

The primary objective of the course is to develop an understanding of the basic principles and fundamentals around time value of money, introduction to valuation and financial analysis. Topics include introduction to financial management, time value of money, annuities, financial analysis, bond valuation, stock valuation, and capital budgeting.

### **FIN 325 - Financial Markets and Institutions**

**(3-0-3)**

**Prerequisite: ECO 222**

The course examines the financial system. It helps to have a basic understanding of the banking system. The other covered topics include, assets supply and demand, interest rate determination, stock and bond markets, exchange rates, the money creation process, the relationship between money, inflation, and monetary policy. Although the module is about financial systems in general, there will be reference to contemporary financial crisis and to their historical antecedents. The course links the fields of macro-economics and finance. It also focuses on understanding monetary policy, fiscal policy and their impact on the money supply, interest rate, aggregate demand, and the financial system.

### **HRM 210 - Human Resource Management**

**(3-0-3)**

**Prerequisite: MGT 202**

This course is designed to introduce the fundamental issues associated with Human Resource Management (HRM). An examination of the major topics related to HRM and current issues are addressed to better understand the important role of human resources as a source of competitive advantage for organizations in today's ever-changing environment.

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### **INB 360 - International Business**

**(3-0-3)**

#### **Prerequisite: MGT 202**

This course focuses on the environment of international business, the differences between domestic and international business, globalization issues, cultural and societal, economic and legal environment, import and export trade, entry modes, regional economic integration, emerging markets, financial institutions, marketing and management strategy. The institutional and competitive environment and managerial challenges of firms engaged in international business. It considers the activities of multinational enterprises and government policies toward them, drawing policy implications for the management of these enterprises. It also covers international trade theories, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy. The conduct of international business transactions, including terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, support services, and trade facilitation.

### **MGT 202 - Principles of Management**

**(3-0-3)**

#### **Prerequisite: None**

Effective management is a universal requirement of all organizations, whether large or small. This course introduces students to the roles, responsibilities, and functions of management and serves as a foundational course for subsequent business courses. Topics include: the Four functions of management: leading, planning, organizing, and controlling; Managing in a global environment; Organizational structure and culture; Strategic Management; Social responsibility and managerial ethics; Managerial Decision Making, and Managing teams.

### **MGT 210 - Business Report Writing**

**(3-0-3)**

#### **Prerequisite: LNG 172**

This course provides students with an intensive study and practice in writing for professional settings. The course focuses on the fundamentals of the technical and business workplace communication such as memoranda, proposals, reports, instructional manuals, business letters and the elements of documents design.

### **MGT 231 - Legal Environment of Business**

**(3-0-3)**

#### **Prerequisite: LNG 172 & MGT 202**

This course introduces the basic underlying concepts, principles and rules of law and equity that govern business activities. This course provides an overview of law in general; the UAE, the North American and British based legal systems, court procedures, Alternative Dispute Resolution, the different impacts of statutory and judicial law and administrative procedures. Students will also be introduced to contracts; company formation, employment law, products and premises liability, UAE bribery laws, cybercrimes, business ethics, Value Added Tax (VAT) and business-related UAE Laws.

### **MGT 310 - Tourism Management**

**(3-0-3)**

#### **Prerequisite: MGT 202**

The objective of this course is to presents an introduction to tourism management and its operations. Also, the course will deliver students with the operational skills required for career employment in the tourism business and in destination organizations. Topics includes: sustainable tourism management, destination stakeholders and cultures, globalization and travel patterns, leadership in tourism.

### **MGT 311 - Business Research Methodologies**

**(3-0-3)**

#### **Prerequisite: QBA 341**

This course is designed to allow undergraduate students to explore the role of research in business decision-making. The aim is to introduce students to the terminology, concepts, processes and methodologies used in conducting research. Moreover, a major part of this course is dedicated to the development and

completion of a business research project, thus enhancing students' skills, knowledge and competencies in conducting research. The students will also conduct data analysis in Excel, R and/or similar software for data analysis.

**MGT 320 - Organizational Behaviour**

**(3-0-3)**

**Prerequisite: HRM 210**

Organizational success and performance is dependent upon employee commitment and well-being. Thus, the goal of this course is to enhance students' managerial and organizational skills by developing a sound understanding of the dynamics of individual and group behavior in organizations. It explores management styles, leadership styles, employee motivation and attitudes, team development, diversity, stress management, and employee relations. It also explores the impact of organizational structure and culture on employee performance.

**MGT 361 - Operations Management**

**(3-0-3)**

**Prerequisite: MGT 202 & QBA 341**

This course is an examination of how organizational processes add value as they transform inputs to outputs. Student will appreciate the common key factors and challenges typified in managing common global business organization operations. Through a project, student will be guided in applying the various operations management techniques in appreciating an existing business process, solicits productivity improvement and eventually evaluate the proposed suggestion.

**MGT 405 - Business Ethics & Social Responsibility**

**(3-0-3)**

**Prerequisite: Complete 90 Credits**

This course will examine the practical issues of managers in addressing ethical and moral problems in business. It will draw on a variety of materials and experiences as a basis for analyzing and evaluating the manager's and the firm's options and decisions.

**MGT 470 - Strategic Management**

**(3-0-3)**

**Prerequisite: HRM 210, ECO 222, ECO 221, FIN 201, MKT 201, MGT 361 and 90 Credits**

This course approaches the understanding of the total enterprise from senior management's point of view, the operating environment, management's overall objectives and strategic plan and the implementation and execution of the chosen strategy. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises.

**MKT 201 - Principles of Marketing**

**(3-0-3)**

**Prerequisite: LNG 171 or LNG 181**

This course introduces students to the field of marketing to attain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing are discussed, along with their implications in formulating marketing strategies, as well as examining the managerial focus on the external environments and decision elements of marketing (promotion, price, product, distribution) faced by marketing management at the corporate and entrepreneurial levels of business.

**MKT 208 - Consumer Behaviour**

**(3-0-3)**

**Prerequisite: MKT 201**

This course treats the consumer as a decision maker. It examines social, cultural, and psychological influences on purchasing decisions while emphasizing their implications for marketing strategies, as well as the factors in human behavior which influence the choice and the use of products and services offered in the for-profit and nonprofit organizations in our society. Topics include: Consumer Decision Making Process, Marketing Regulation and Consumer Behavior, Ethics, Cross-Cultural Variations in Consumer Behavior, Memory &

Product Positioning, Motivation, Personality & Emotion, Commitment & Consistency, and Consumer Decision Making Process.

### **MKT 230 - Professional Selling**

**(3-0-3)**

**Prerequisite: MKT 201 for BBA | AIMC 210 for BA in Communication**

This course provides an introduction to the sales process. It provides background to the development of successful sales presentation skills that enhances the participant's ability to develop sales presentations to satisfy customer needs and wants. Topics include: the life, times, and career of the professional salesperson, relationship marketing, ethics and customer relationships, psychology of selling, communication for relationship building, sales knowledge: customers, products, and technologies, lifeblood of selling, sales presentation method to use, elements of a great sales presentation.

### **MKT 310 - Advertising and Promotion**

**(3-0-3)**

**Prerequisite: MKT 201**

This course focusses on the integrative role of advertising in persuasive business communication and its related fields, which includes procedures for organizing, developing, and implementing effective media-related decisions accompanied by an in-depth understanding of the role of advertising and promotion in the marketing mix. Topics include: Introduction to Advertising, Advertising's Role in Marketing, Strategic Media Planning and Implementation, Objective Development and Budgeting, Interactive and Alternative Media, Social and Digital Media, Broadcast Media, Creative Side and Message Strategy, Design and Production and Public Relations.

### **MKT 320 - Retailing**

**(3-0-3)**

**Prerequisite: MKT 201**

This course provides hands on study of the retail business environment in the UAE and abroad. Topics include: building and sustaining relationships in retailing, strategic planning in retailing, retail institutions by ownership, retail institutions by store-based strategy mix, identifying and understanding consumers, information gathering and processing in retailing, trading-area analysis, site selection, developing and implementing merchandise plans, pricing in retailing, establishing and maintaining a retail image.

### **MKT 340 - e-Marketing**

**(3-0-3)**

**Prerequisite: MKT 201**

This course provides a comprehensive view of electronic marketing through focusing on the interaction between the marketing functions and the information technology from a non-technical perspective. It sets the distinction between digital marketing as a broad term, and e-marketing as a more specific term. Students will be able to develop an electronic marketing plan that uses a strategic approach focusing on performance metrics and monitoring in the dynamic digital world. The course project will give a chance for students to analyze websites and explore the complexities of Internet marketing through understanding the e-marketing environment, e-marketing research, segmentation, targeting, differentiation, and positioning strategies, in addition to understanding the online consumer, and managing the online offer, online value, online distribution, and communication through paid, owned, and earned media.

### **MKT 350 - Luxury Marketing**

**(3-0-3)**

**Prerequisite: MKT 201**

This course is designed to enable the student to understand recent market developments in the luxury market as well as to identify the fundamental characteristics of luxury marketing. Moreover students will be able to differentiate between key elements of luxury marketing and conventional marketing. The emphasis is on developing a foundation for future luxury marketing studies. Topics include: Diverse Definitions of Luxury, Key Characteristics of Luxury, Luxury Products and Luxury Brands, The Luxury Market in the Middle-East, Product, Price, Place and Promotion Requirements for Luxury Goods, Potential for Luxury Brands in the Context of Web 2.0.



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### **MKT 364 - Services Marketing**

**(3-0-3)**

#### **Prerequisite: MKT 201**

This course introduces students to the field of services of marketing to attain an understanding of the key concepts of services marketing and how they can be used to create competitive advantage for businesses. Service marketing course represents an additional resource for the students to cope with the challenges of marketing and managing a service. To achieve this aim, we build upon, and expand, marketing management concepts and models, demonstrating how they apply to the services sector.

### **MKT 371 - Brand Marketing**

**(3-0-3)**

#### **Prerequisite: MKT 201**

This course points out the importance of branding in the integrated marketing communications strategy. Students will understand the role and the value of brands as well as the different branding elements in the context of marketing and its underlying strategies. Topics include: Brands and brand management, how to build, maintain and protect brand equity as well as how to measure it, brand positioning, how to connect business strategy to brand strategy, developing and managing brands over time, as well as how to build and manage a brand-oriented organization in the context of time, geography and culture.

### **MKT 430 - Marketing Research**

**(3-0-3)**

#### **Prerequisite: MKT 208 & QBA 341**

This course addresses the methods and procedures for collection, interpretation, and use of primary and secondary data in marketing. Topics include: Marketing Research Process, Research Design and Implementation, Standardized Sources of Marketing Data. Qualitative and Observational Method, Survey Methods, designing the questionnaire, Sampling fundamentals, fundamentals of data analysis, Hypothesis Testing, Discriminate analysis and canonical analysis, Factor and Cluster Analysis.

A key to business success is obtaining abundant valid, reliable, relevant customer information. This course provides a thorough grounding in the fundamentals of obtaining, analyzing and presenting this information. Students first learn to develop useful research questions and appropriate research designs. They then develop questionnaires, gather and analyze data and present results.

### **MKT 465 - International Marketing**

**(3-0-3)**

#### **Prerequisite: MGT 361**

This course is designed for students from the Marketing Program, it addresses the decision making as well as policy formulation for international level marketing operations with respect to various aspects (cultural, social, political, legal and economic) of global environments. Topics include: Global marketing imperative, international trade institutions and trade policy, cultural environment, economic environment, political and legal environment, strategic planning, international marketing research, market entry and expansion, product adaptation, export pricing strategies, marketing communication, distribution management, global services.

### **MKT 469 - Marketing Management**

**(3-0-3)**

#### **Prerequisite: MGT 320 & MKT 430**

This course is the capstone course of the Marketing Program. It focuses on the analysis, planning, implementation, and control of marketing initiatives in a competitive marketing environment. The topics include marketing planning, understanding the environment and the competition, understanding the buyer, market segmentation, positioning, and branding, marketing research and information, product and service decisions, new products, distribution, and supply chain management, designing effective promotion and advertising strategies, direct marketing, sales promotion & public relations, selling & sales management, the future of marketing.

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**QBA 241 - Quantitative Business Analysis****(2-2-3)****Prerequisite: MTH 196 or equivalent**

This course introduces fundamental elements of applied statistics. The course begins with descriptive statistics technique to summarize data sets with a focus on their practical interpretation. It moves to an introduction to probability theory with focus on the Binomial, Poisson, Uniform and Normal distribution. Finally, the course culminates with the estimation and interpretation of linear regressions providing notions of predictive analytics. Statistical software such as Excel, R or similar, will be used in the weekly Lab sessions to illustrate the notions which will be covered in the lectures.

**QBA 341 - Quantitative Approaches to Decision Making****(2-2-3)****Prerequisite: QBA 241**

This course enables the students to know the scientific approach to decision making when solving business problems. It will focus on Quantitative methods: The first part covers the importance of sampling distribution of the mean, parameter estimation, and testing hypotheses. The second part covers simple and multiple linear regression models along with their applications, and forecasting methods. The third part of the course covers Linear Programming Method to determine the most efficient use of limited resources in maximizing/minimizing using the graphical method or algebraic method, and it also covers the most profitable distribution pattern for transporting products from factories to markets.

SPSS and Excel will be used in Lab sessions for illustrating advanced statistical methods using real data sets.

**SPT 112 - Introduction to Sport Management****(3-0-3)****Prerequisite: None**

Effective management is a universal requirement of all organizations, whether large or small. This course introduces students to the roles, responsibilities, and functions of management and serves as a foundational course for subsequent business courses. Topics include: the Four functions of management: leading, planning, organizing, and controlling; Managing in a global environment; Organizational structure and culture; Strategic Management; Social responsibility and managerial ethics; Managerial Decision Making, and Managing teams.

**SWS 351 - Management Information Systems****(2-2-3)****Prerequisite: GED 101E or SWS 110**

This course introduces the study of organizations as systems supported by information processing. It focuses on describing information systems (IS) requirements and applying IT on business and management. Topics include IS in the Enterprise, Electronic Business and Electronic Commerce, IT Infrastructure and Platforms, Managing Data Resources, Security and Control, Enterprise Applications and Business Process Integration, Management Decision-Making for the Digital Firm, Redesigning the Organization with IS, Understanding the Business Value of Systems, Managing International IS.