



CANADIAN  
UNIVERSITY DUBAI

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## **Course Description**

**Bachelor of Business Administration (BBA)**

**School of Management**

## BBA in e-Business

### **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.

### **EBU 200 - e-Business Fundamentals**

**(3-0-3)**

**Prerequisite: None**

This course defines the formulating business strategy in e-business, providing students with the theoretical and practical foundations necessary for understanding e-Business, the fundamentals of e-Business, its terminologies, concepts, and its infrastructure. Topics include: Concepts and Essentials differences between e-Business as compared to e-Commerce, IS/IT e-Business infrastructure and importantly e-commerce fundamental including its various business models. Introduction to e-business strategies with emphasis on integrated enterprise business operations including supply-chain management, e-procurement, e-marketing and customer relationship management. Legal issues and privacy relating to virtual communities it supporting network infrastructure, performance issues related to e-Business systems.

### **EBU 250 - Digital Entrepreneurship**

**(3-0-3)**

**Prerequisite: EBU 200**

This course is particularly suited for students wanting to become digital entrepreneurs who expect to join internet economy. The aim of the course is to provide introduction to the many dimensions of starting and growing in particular innovative internet-based business in this digital economy. Students will develop a clear understanding on how to evaluate market opportunities, design profitable business models, raise capital, develop a value proposition that customers need and build a winning team. Topics included: behavior and attributes of entrepreneurs in digital age, skills and tools to turn innovative ideas into profitable sustainable businesses, development of business plan, innovative business models, risks and rewards of entrepreneurial activities, Students are expected to prepare a business plan for an innovative business as their main objective by the end of the semester.

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### **EBU 307 - System Analysis & Business Process Integrations**

**(2-2-3)**

#### **Prerequisite: SWS 351**

This course examines business needs for information and is analyzed through a systematic study of enterprise integrated e-Business processes with the aim of sharing effective information across organization functions. It prepares students to effectively use systems analysis techniques in appreciating eBusiness operations leading to their participation in IS/IT application enhancement or development. Topics include: Introduction to an ERP systems for appreciating integrated information sharing within organization. Various Systems Analysis techniques will be used to analyze and document current processes. These include Business Process Modeling of “As\_Is” as against a “To\_Be” business processes, Data\_Flow & Entity\_Relational Diagrams for the purposes of analyzing business information across various business entities leading to the appreciation and development of Relational DBMS. Student will apply concepts learned into an appropriate project case study where they will be guided in conducting actual systems analysis leading to developing a Database on the case study.

### **EBU 318 - e-Business Web Technologies**

**(3-0-3)**

#### **Prerequisite: EBU 200**

This course provides an introduction to the current technologies used to design and develop web presence for businesses. It exposes basic strategies and techniques required to develop a well-designed portable website combining effective navigation with the balanced use of graphics, text and color. Topics include: Creating HTML documents, Exploring other mark-up languages, Planning the Site and Site Navigation, Using Tables, Using Frames, Creating Web Forms, Introduction to Web Database Processing, Introduction to Structured Query Language (SQL), Web servers, Client-side Scripts, basics of Server-side scripts technologies.

### **EBU 350 - e-Business Technology Solutions**

**(3-0-3)**

#### **Prerequisite: EBU 318**

This course extends the use of additional web technologies and tools to enhance web design and development skills. Several web technology tools are used to build, enhance and operate and manage successful websites for both digital and traditional business models. An opportunity to evaluate other technology tools and software solutions is also included as a project. Topics included: overview on prominent e-business models, types of content management systems (CMSS), n-tiered web architecture, website hosting and management, building and managing websites using joomla CMS, expanding functionalities using third party plugins, evaluation of other web technologies and tools, group project.

### **EBU 406 - e-Business Project Management**

**(3-0-3)**

#### **Prerequisite: MGT 361 & SWS 351**

In this course, student will learn about the main project management knowledge areas as guided by the PMI's PMBOK. Throughout this course, the student explores the project life cycle, principles, processes, purposes, and strategies of project management. Topics include the roles and related skill sets of the project manager, defining a project, planning a project, developing the work breakdown structure (WBS), scheduling, managing project changes, project budget, managing project risks, and managing project deliverables.

### **EBU 450 - e-Business Consulting Project**

**(3-0-3)**

#### **Prerequisite: Final Semester**

This course allows the student to synthesize the various skills learned by developing and/or implementing a “real world” e-business project such as developing an e-commerce website, from design, development, to implementation and final review. Each team should develop and monitor its own project plan, prepare a business case or business plan to support the proposal and implement a solution. The students should work with faculty advisors to determine an appropriate 'real-world' project that can be completed during the term.

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**EBU 490 - Special Topics in e-Business****(3-0-3)****Prerequisite: 102 Credit Hours to be Completed**

The course equips the students on how e-Business uses various Information Systems/Information Technology (IS/IT) theories and potentially tools to address dynamic operational problems. Students will learn how to analyze and respond to change by appreciating the reasons why e-Business management acts as they do. The course also addresses latest emerging trends in e-Business while providing contemporary examples to make the theory come to business life.

**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.

**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.

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**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.

**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.

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### **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 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 360 - Customer Relationship Management**

**(3-0-3)**

**Prerequisite: MKT 201**

Organizations of all sizes endeavor to leverage customer Relationship Management (CRM) in order to optimize the identification, procurement, growth and retention of desired customers to gain sustained strategic competitive position and to enhance market or wallet share. This course examines CRM philosophies, the fundamental principles that established CRM as a marketing philosophy, its application in supply chain, e-business, marketing, sales, and customer service, and the imperatives of technology in CRM strategies. In addition, various approaches for managing a wide range of customer lifecycle, customer identification, differentiation, data mining and data warehouse, data integration and decision support systems, and how organizations integrate major business functions to meet and exceed customer value expectations will be discussed. In particular, both the conceptual knowledge and hands-on learning using leading CRM software will be emphasized.

### **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.

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### **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.

### **SCM 310 - Supply Chain Management**

**(3-0-3)**

**Prerequisite: QBA 341 & MGT 361**

This course addresses the fundamentals of supply chain management. Topics include objectives and need for supply chain management, local and global sourcing, logistics management, supply chain operations, supplier relationship, customer relationship, purchase management, inventory management, location decisions, and competitive advantage.

### **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.