



CANADIAN  
UNIVERSITY DUBAI  
Your portal to Canadian education

**Master of Business Administration (MBA)**  
**Program Viewbook**  
**Canadian University Dubai**



INSPIRING MINDS  
TRANSFORMING LIVES

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## About CUD MBA Program

The MBA program at CUD is uniquely designed to develop the next generation of business leaders and entrepreneurs through a transformative academic experience. Aligned with the School of Management's mission, we emphasize rigorous practical education, high corporate ethics, and impactful research. Our program cultivates leaders equipped with the knowledge, competencies, and values necessary to contribute meaningfully to the sustainable and inclusive growth of both local and global communities. One of the hallmarks of our MBA program is its four distinct focus areas: General Management, Finance, Digital Marketing, and Talent Management Leadership. Each of these focus areas provides specialized knowledge and skills while maintaining a comprehensive approach to business education, ensuring that our graduates can excel in diverse, dynamic environments.

## Focus Area Overview

### Digital Marketing

The MBA with Focus Area in Digital Marketing equips students with advanced skills in navigating the digital landscape, consumer behavior, and technology-driven marketing strategies. This concentration focuses on the use of digital tools, social media platforms, data analytics, and emerging technologies to create effective, cutting-edge marketing strategies. Students gain in-depth knowledge of digital marketing techniques such as search engine optimization (SEO), content marketing, and online consumer engagement. The program emphasizes creativity, adaptability, and the ability to leverage data for decision-making. Graduates of this concentration are prepared to lead in the fast-paced, digital-first marketing world, driving business growth by harnessing the power of digital platforms and technologies. They emerge as innovative leaders capable of shaping digital customer experiences and developing data-driven marketing strategies to maintain a competitive edge in the marketplace. This program has been designed to enhance your marketing analytical skills to adapt to the increasingly dynamic and competitive business environment. The courses will equip you with an advanced understanding of digital marketing challenges to effectively plan, develop and implement appropriate marketing strategies. The case study discussions in class will train you to investigate how companies access the market and apply digital marketing strategies to achieve competitive advantage. This program will provide you with specialized knowledge and skills in addition to leadership competence, making you an excellent candidate for leadership roles in the private and public sector.

## Finance

The MBA with Focus Area in Finance concentrates on developing financial acumen, enabling students to manage resources efficiently, assess risk, and make sound investment decisions. In a world where financial decisions can significantly impact a company's survival and success, this concentration is designed to develop expertise in financial management, investment strategies, and risk management. Students learn to critically evaluate financial strategies, implement financial instruments, and construct solutions to complex financial problems. By cultivating skills in financial analysis and strategic planning, graduates are prepared to lead organizations through periods of uncertainty and opportunity, thus contributing to both corporate success and broader economic stability.

The MBA with Focus Area in Finance will provide you with the strategic leadership and quantitative skills to analyze both financial and non-financial data, and to act upon it in support of the long-term sustainability of business in a global context. The program adopts a practice-based approach, where students examine concepts and learn techniques that they can apply to real business situations in various contexts, such as derivatives, financial statement analysis and valuation, corporate finance, investment and portfolio management, and mergers and acquisitions. This program provides you with the competencies needed to be eligible for specialized professional roles and the leadership skills needed for senior positions in corporates and the public sector.

## General Management

The MBA with Focus Area in General Management equips students with a comprehensive understanding of core business disciplines, including strategy, operations, leadership, and decision-making. This focus area emphasizes the ability to integrate functional knowledge across different domains to make informed managerial decisions. Graduates from this concentration develop critical thinking and problem-solving skills that allow them to effectively evaluate complex management situations. With an emphasis on global and local business environments, this program fosters leaders who can plan and implement viable strategies, contributing to the sustainable growth and competitiveness of organizations. Graduates demonstrate a strong commitment to ethical business practices and the broader social implications of their decisions, aligning with our school's mission to nurture responsible business leaders.

The MBA with a focus area in General Management will help you to develop the core skills and professional competencies to take on senior management or leadership roles in the public or private sector. The program focuses on the theories, functions and implications of management techniques, as well as the principles and ethics of good management. It considers a range of scientific approaches to decision-making based on quantitative, economic and operational considerations, and provides you with the tools to develop, assess and implement strategic initiatives to boost competitive advantage. This program will also help sharpen your leadership acumen and give you the practical skills and appropriate mind-set to develop in a constantly changing global landscape. The curriculum goes beyond the basics of management to prepare you for senior management positions, enabling you to effectively lead an organization with integrity and responsibility.

### **Talent Management Leadership**

The MBA with Focus Area in Talent Management develops students into strategic leaders who understand the essential role that talent plays in driving organizational success. This specialization equips students with the skills necessary to attract, develop, and retain top talent while ensuring that talent management strategies are aligned with broader organizational objectives. Students learn to evaluate and optimize talent management systems, design performance and development programs, and create a workplace culture that fosters sustainable growth and employee engagement. With a strong emphasis on diversity, inclusion, and ethical leadership, the program ensures that graduates are prepared to cultivate positive workplace environments, making talent management a strategic partner in achieving business goals and long-term success.

This program focuses on the integration of modern human capital solutions with modern insights into the orientation of leading talent management. This program is also ideal for developing your line management competence, by addressing challenges in ethics, leadership and motivation, in a competitive business context. By graduating with an MBA with a focus area in Talent Management Leadership, you will be an excellent candidate for mid-to senior roles such as talent acquisition manager, people analytics specialist, talent management strategist, HR business partner, diversity & inclusion manager, performance management manager, among others.

## Master of Business Administration (MBA) Program Requirements

Requirements	Compulsory Cr. Hrs.	Elective Cr. Hrs.	Total Cr. Hrs.
Program Core Requirements (Core Courses)	21	06	27
<b>Focus Area Requirements (MBA students are required to select one of the following Focus Areas)</b>			
i.General Management (GM)	-	09	09
ii.Finance			
iii.Digital Marketing (DM)			
iv.Talent Management Leadership (TML)			
<b>Total</b>	<b>21</b>	<b>15</b>	<b>36</b>

## Program Core Requirements [Core Courses - 27 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
MBA 640	Accounting for Decision Making	None	3
MBA 642	Managerial Finance	None	3
MBA 643	Business Research Methods	None	3
MBA 645	Marketing Management	None	3
MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
MBA 649	Business Ethics and Sustainability	None	3
MBA 651	Organizational Behaviour	None	3
<b>Research Project (Students are required to select One of the following two research projects.)</b>			
MBA 700	Applied Research Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
MBA 710	Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6

## Focus Area Requirements [09 Credits]

Canadian University Dubai's MBA program provides students with a strong analytical foundation in the fundamental aspects of management. In addition, students are free to specialize in one of the following Focus Areas.

### i. General Management (GM) [09 Credits]

Students are required to select Three (03) courses from the following courses.

Course Code		Course Title	Prerequisite	Cr. Hrs.
MBA	675	Management of Technology and Innovation	None	3
MBA	676	Organizational Development and Sustainable Change	MBA 651	3
MBA	677	Strategic Leadership	MBA 651	3
MBA	678	Human Resource Development	MBA 651	3
MBA	679	Talent Management and Motivation	MBA 651	3

### ii. Finance [09 Credits]

Students are required to select Three (03) courses from the following courses.

Course Code		Course Title	Prerequisite	Cr. Hrs.
MBA	681	Corporate Finance	MBA 642	3
MBA	686	Derivatives	MBA 642	3
MBA	687	Investment Analysis	MBA 642	3
MBA	688	Financial Statement Analysis and Sustainability	MBA 642	3
MBA	689	Portfolio Management	MBA 687	3

### iii.Digital Marketing (DM) [09 Credits]

Students are required to select Three (03) courses from the following courses.

Course Code		Course Title	Prerequisite	Cr. Hrs.
MBA	690	Sustainable Marketing and Digital Branding	MBA 645	3
MBA	693	Business Marketing	MBA 645	3
MBA	697	Global Digital Marketing	MBA 645	3
MBA	698	Digital Products and Services	MBA 645	3
MBA	699	Consumer Behaviour	MBA 645	3

### iv.Talent Management Leadership (TML) [09 Credits]

Students are required to select Three (03) courses from the following courses.

Course Code		Course Title	Prerequisite	Cr. Hrs.
MBA	660	People Analytics	MBA 643, MBA 651	3
MBA	668	International Human Resource Management	MBA 651	3
MBA	669	Strategic Talent Management	MBA 651	3
MBA	677	Strategic Leadership	MBA 651	3
MBA	679	Talent Management and Motivation	MBA 651	3



### Study Plan - MBA (Focus Area - General Management)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
Semester 1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behaviour	None	3
	Total			12
Semester 2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA XXX	GM Focus Area Elective (1)		3
	MBA XXX	GM Focus Area Elective (2)		3
	Total			12
Semester 3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA XXX	GM Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Total			12
Total				36

### Study Plan - MBA (Focus Area - Finance)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
Semester 1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behaviour	None	3
	Total			12
Semester 2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA XXX	Finance Focus Area Elective (1)		3
	MBA XXX	Finance Focus Area Elective (2)		3
	Total			12
Semester 3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA XXX	Finance Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Total			12
Total				36

### Study Plan - MBA (Focus Area - Digital Marketing)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
Semester 1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behaviour	None	3
	Total			12
Semester 2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA XXX	DM Focus Area Elective (1)		3
	MBA XXX	DM Focus Area Elective (2)		3
	Total			12
Semester 3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA XXX	DM Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Total			12
Total				36

### Study Plan - MBA (Focus Area - Talent Management Leadership)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
Semester 1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behaviour	None	3
	Total			12
Semester 2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA XXX	TML Focus Area Elective (1)		3
	MBA XXX	TML Focus Area Elective (2)		3
	Total			12
Semester 3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA XXX	TML Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Total			12
Total				36