

**Bachelor of Business Administration in Entrepreneurship**  
Program Viewbook  
Canadian University Dubai

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## Overview

The BBA in Entrepreneurship program empowers individuals with the passion and drive to innovate across diverse industries, nurturing their entrepreneurial spirit and potential. Graduates emerge equipped with the skills and mindset to thrive in entrepreneurial careers, enriched by hands-on experiences in project and venture creation across varied landscapes.

This unique program cultivates entrepreneurs versed in strategic planning, market differentiation, funding strategies, legalities, and venture launch, blending theoretical insights with practical exercises, industry engagements, and academic expertise. With access to consultancy, internships, and live entrepreneurial projects, students gain invaluable experiences to propel their careers forward.

## Bachelor of Business Administration in Entrepreneurship Program Requirements Program Structure

Requirements	Compulsory Cr. Hrs.	Elective Cr. Hrs.	Total Cr. Hrs.
University Requirements (GE Courses)	21	06	27
Program Core Requirements (Core Courses)	63	03	66
Program Major Requirements (Major Courses)	24	06	30

### University Requirements [General Education Courses - 27 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses (21 Cr. Hrs.)</b>			
LNG 171-2	English I	None	3
LNG 172-2	English II	LNG171-2	3
GED 101	Applications of Computer Software	None	3
GED 190	Emirati Studies	None	3
GED 255	Critical Thinking and Problem Solving	LNG172-2	3
ENT 141	Fundamentals of Innovation, Entrepreneurship 1	None	2

ENT	142	Fundamentals of Innovation, Entrepreneurship 2	ENT 141	1
Course Code		Course Title	Prerequisite	Cr. Hrs.
MTH	196	Mathematics for Business	None	3
<b>Elective Courses: (06 Credits) Students are required to select Two courses from the following courses</b>				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
ENV	201	Principles of Environmental Science	None	3
GED	110	Modern Art Appreciation	None	3
GED	111	Music Appreciation and Communication	None	3
GED	112	Using Positive Psychology at Work	LNG172-2	3
GED	125	Ecosystems and Human Health	None	3
GED	132	Science and Technology in Society	None	3
GED	196	Communication skills in Arabic	None	3
GED	191	Islamic Studies	None	3
GED	205	Psychology in Everyday Life	LNG172-2	3
GED	272	Fundamentals of Public Speaking	LNG172-2	3
GED	324	Ethical Reasoning for Today's World	LNG172-2	3

### Program Core Requirements [Core Courses - 66 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses 63 Credits (Common to All Majors)</b>				
ACT	112	Principles of Accounting I	None	3
ACT	212	Principles of Accounting II	ACT 112	3
ACT	250	Fundamentals of Taxation	ACT 112	3
ECO	221	Principles of Microeconomics	None	3
ECO	222	Principles of Macroeconomics	None	3
ENT	241	Entrepreneurship 1	ENT 142	2
ENT	242	Entrepreneurship 2	ENT 241	1
FIN	202	Principles of Finance	ACT 112	3
HRM	210	Human Resource Management	MGT 202	3

MGT	202	Principles of Management	None	3
MGT	210	Business Report Writing	LNG172-2	3
MGT	220	Organizational Behavior	HRM 210	3
MGT	231	Legal Environment of Business	LNG172-, MGT 202	3
MKT	201	Principles of Marketing	LNG171-2	3
QBA	201	Business Statistics	MTH 196 or equivalent	3
INB	360	International Business	MGT 202	3
Course Code		Course Title	Prerequisite	Cr. Hrs.
MGT	301	Introduction to Business Analytics	QBA 201	3
MGT	302	Business Research Methodologies	MGT 301	3
MGT	361	Operations Management	MGT 202, MGT 301	3
SWS	351	Management Information Systems	GED 101	3
MGT	404	Business Ethics and Social Responsibility	MGT 231	3
MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 202, MKT 201, MGT 361, and 90 Cr. Hrs.	3
<b>Electives Courses (03 Credits): Students are required to select One course from the following courses</b>				
EBU	200	e-Business Fundamentals*	None	3
FIN	322	Financial Markets and Institutions	ECO 222, FIN 202	3
MKT	301	Digital Marketing**	MKT 201	3
INB	425	Cross Cultural Communication and Management***	MGT 202	3
MGT	430	Change Management	HRM 210, MGT 220	3
<p>* This course is not for the e-Business Major.</p> <p>** This course is not for the Marketing Major.</p> <p>*** This course is not for the International Business Major.</p>				

## Entrepreneurship Major Requirements [30 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses (24 Credits)</b>				
ENT	350	Building an Entrepreneurial Mindset and Strategy	ENT 242	3
ENT	351	Social Enterprise and Global Challenges	ENT 242	3
ENT	360	Corporate Entrepreneurship	ENT 242	3

## Study Plan - BBA in Entrepreneurship (For 2024-25 Cohort onwards)

ENT	361	Entrepreneurial Finance and Venture Capital	FIN 202	3
ENT	401	Internship in Entrepreneurship	ENT 350, ENT 360 + 90 Credit Hours & CGPA $\geq$ 2.0	3
ENT	470	Leadership for Entrepreneurs	ENT 350	3
ENT	471	Business Model Validation	MKT 201, HRM 210, ENT 361	3
ENT	480	Incubation Project	MGT 231, ENT 471 + Complete 90 Credit Hours	3
<b>Elective Courses (06 Credits): Students are required to select Two courses from the following courses</b>				
ENT	472	Small Business Management	MGT 202, ENT 242	3
ENT	473	Innovation Management	MGT 202, ENT 242	3
ENT	474	Entrepreneurial Marketing	MKT 201, ENT 242	3
ENT	475	Simulation Challenge	ENT 360, ENT 471	3

Sem.	Course Code		Course Title	Prerequisite	Cr. Hrs.
Semester 1	LNG	171-2	English I	None	3
	MTH	196	Mathematics for Business	None	3
	GED	101	Applications of Computer Software	None	3
	MGT	202	Principles of Management	None	3
	ENT	141	Fundamentals of Innovation, Entrepreneurship 1	None	2
	<b>Total</b>				<b>14</b>
Semester 2	ACT	112	Principles of Accounting I	None	3
	ECO	221	Principles of Microeconomics	None	3
	LNG	172-2	English II	LNG171-2	3
	QBA	201	Business Statistics	MTH 196	3
	GED	190	Emirati Studies	None	3
	ENT	142	Fundamentals of Innovation, Entrepreneurship 2	ENT 141	1
	<b>Total</b>				<b>16</b>
Semester 3	ACT	212	Principles of Accounting II	ACT 112	3
	ECO	222	Principles of Macroeconomics	None	3
	MKT	201	Principles of Marketing	LNG171-2	3
	HRM	210	Human Resource Management	MGT 202	3
	ENT	241	Entrepreneurship 1	ENT 142	2

<b>Total</b>					<b>14</b>
<b>Semester 4</b>	FIN	202	Principles of Finance	ACT 112	3
	MGT	210	Business Report Writing	LNG172-2	3
	MGT	301	Introduction to Business Analytics	QBA 201	3
	ACT	250	Fundamentals of Taxation	ACT 112	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	MGT	220	Organizational Behavior	HRM 210	3
	<b>Total</b>				<b>16</b>
<b>Semester 5</b>	MGT	302	Business Research Methodologies	MGT 301	3
	MGT	231	Legal Environment of Business	LNG172-2, MGT 202	3
	INB	360	International Business	MGT 202	3
	SWS	351	Management Information Systems	GED 101	3
	ENT	350	Building an Entrepreneurial Mindset and Strategy	ENT 242	3
	ENT	351	Social Enterprise and Global Challenges	ENT 242	3
	<b>Total</b>				<b>18</b>
	XXX	XXX	General Education (Elective) 1	None	3
	MGT	361	Operations Management	MGT 202, MGT 301	3
	ENT	360	Corporate Entrepreneurship	ENT 242	3
	ENT	361	Entrepreneurial Finance and Venture Capital	FIN 202	3
	ENT	470	Leadership for Entrepreneurs	ENT 350	3
	<b>Total</b>				<b>15</b>
<b>Se m est er</b>	XXX	XXX	General Education (Elective) 2		3
	XXX	XXX	Core Elective		3
	XXX	XXX	Major Elective (1)		3
	GED	255	Critical Thinking and Problem Solving	LNG172-2	3
	ENT	471	Business Model Validation	MKT 201, HRM 210, ENT 361	3
	<b>Total</b>				<b>15</b>
<b>Semester 8</b>	MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 202, MKT 201, MGT 361 & 90 Cr. Hrs.	3
	MGT	404	Business Ethics and Social Responsibility	MGT 231	3
	XXX	XXX	Major Elective (2)		3
	ENT	480	Incubation Project	MGT 231, ENT 471 + Complete 90 Cr. Hrs.	3
	<b>Total</b>				<b>12</b>

Internship to be taken in summer after completion of 90 Cr. Hrs. + CGPA 2.0 or more	3
<b>Total Credit Hours</b>	<b>123</b>

### Study Plan in BBA in Entrepreneurship (For Cohort before 2024-25)

Sem.	Course Code		Course Title	Prerequisite	Cr. Hrs.
Semester 1	LNG	101	English I	None	3
	MTH	196	Mathematics for Business	None	3
	GED	101	Applications of Computer Software	None	3
	MGT	202	Principles of Management	None	3
	ENT	141	Fundamentals of Innovation, Entrepreneurship and Sustainability 1	None	2
	<b>Total</b>				<b>14</b>
Semester 2	ACT	112	Principles of Accounting I	None	3
	ECO	221	Principles of Microeconomics	None	3
	LNG	102	English II	LNG 101	3
	QBA	241	Business Statistics	MTH 196	3
	GED	199	Emirati Studies	None	3
	ENT	142	Fundamentals of Innovation, Entrepreneurship and Sustainability 2	ENT 141	1
	<b>Total</b>				<b>16</b>
Semester 3	ACT	212	Principles of Accounting II	ACT 112	3
	ECO	222	Principles of Macroeconomics	None	3



	MKT	201	Principles of Marketing	LNG 101	3
	MGT	341	Introduction to Business Analytics	QBA 241	3
	ENT	241	Entrepreneurship 1	ENT 142	2
	<b>Total</b>				<b>14</b>
Semester 4	FIN	201	Principles of Finance	ACT 112	3
	MGT	210	Business Report Writing	LNG 102	3
	MGT	231	Legal Environment of Business	LNG 102, MGT 202	3
			General Education (Elective) 1	None	3
	ACT	250	Fundamentals of Taxation	ACT 112	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	<b>Total</b>				<b>16</b>
Semester 5	MGT	311	Business Research Methodologies	MGT 341	3
	HRM	210	Human Resource Management	MGT 202	3
	ENT	350	Building an Entrepreneurial Mindset and Strategy	ENT 242	3
	ENT	351	Social Enterprise and Global Challenges	ENT 242	3
	INB	360	International Business	MGT 202	3
			General Education (Elective) 2		3
	<b>Total</b>				<b>18</b>
Semester 6	ENT	360	Corporate Entrepreneurship	ENT 242	3
	SWS	351	Management Information Systems	GED 101	3
	MGT	220	Organizational Behavior	HRM 210	3

	MGT	361	Operations Management	MGT 202, MGT 341	3
	ENT	361	Entrepreneurial Finance and Venture Capital	FIN 201	3
	Total				15
Semester 7	XXX	XXX	Core Elective		3
	ENT	470	Leadership for Entrepreneurs	ENT 350	3
	ENT	471	Business Model Validation	ENT 361	3
	XXX	XXX	Major Elective (1)		3
	GED	255	Critical Thinking and Problem Solving	None	3
	Total				15
Semester 8	MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 201, MKT 201, MGT 361 & 90 Cr. Hrs.	3
	MGT	405	Business Ethics and Social Responsibility	Complete 90 Cr. Hrs.	3
	ENT	480	Incubation Project	Complete 90 Cr. Hrs.	3
	XXX	XXX	Major Elective (2)		3
	Total				12
Internship to be taken in summer after completion of 90 Cr. Hrs. + CGPA 2.0 or more					3

Total Credit Hours

123