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UNIVERSITY DUBAI

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## Bachelor of Business Administration in e-Business

Program Viewbook

Canadian University Dubai



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## Overview

The Bachelor of Business Administration in e-Business is a comprehensive program designed to equip students with the essential skills and knowledge to thrive in the digital business landscape. Students will gain hands-on experience in digital strategies, online business models, and emerging technologies shaping modern business operations. This program blends core business principles with specialized courses in e-business fundamentals, digital marketing, and business analytics.

In our rapidly evolving technological world, businesses are going beyond traditional static websites and creating a growing need to harness intelligent online enterprise-wide information systems. Such technologies can transform operational effectiveness across all internal functional areas (marketing and sales, production, logistics, purchasing, and accounting) and address dynamic customer and vendor needs while promoting a competitive advantage. Students in the BBA in e-Business program will learn how these technologies address business needs.

## Bachelor of Business Administration in e-Business 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
Course Code	Course Title		Prerequisite	Cr. Hrs.
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
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
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
* This course is not for the e-Business Major.				
** This course is not for the Marketing Major.				
*** This course is not for the International Business Major.				

### e-Business Major Requirements [30 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
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<b>Compulsory Courses (24 Credits)</b>				
EBU	200	e-Business Fundamentals	None	3
EBU	210	Introduction to Database Systems	EBU 200	3
EBU	300	Information Security	EBU 200	3
EBU	301	Systems Analysis and Design	SWS 351	3
EBU	303	e-Business Web Technologies	EBU 210	3
EBU	401	Internship in e-Business	90 Credit Hours & CGPA ≥ 2.0	3
EBU	406	e-Business Project Management	MGT 361, SWS 351	3
EBU	450	e-Business Consulting Project	Final Semester	3
<b>Elective Courses (06 Credits): Students are required to select Two courses from the following courses</b>				
EBU	250	Digital Entrepreneurship	EBU 200	3
SCM	310	Supply Chain Management	MGT 301, MGT 361	3
EBU	490	Special Topics in e-Business	Complete 102 Credit Hours	3
EBU	495	Operations and Supply Chain Information Technology	SWS 351	3

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

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>				
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>				
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>				
Semester 4	FIN	202	Principles of Finance	ACT 112	3
	EBU	200	e-Business Fundamentals	None	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>				
Semester 5	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
	MGT	210	Business Report Writing	LNG172-2	3



	EBU	210	Introduction to Database Systems	EBU 200	3
	<b>Total</b>				<b>18</b>
Semester 6	XXX	XXX	General Education Elective-1		3
	MGT	361	Operations Management	MGT 202, MGT 301	3
	EBU	300	Information Security	EBU 200	3
	EBU	301	Systems Analysis and Design	SWS 351	3
	EBU	303	e-Business web technologies	EBU 210	3
	<b>Total</b>				<b>15</b>
Semester 7	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
	EBU	406	e-Business Project Management	MGT 361, SWS 351	3
	<b>Total</b>				<b>15</b>
Semester 8	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
	EBU	450	e-Business Consulting Project	Final Semester	3
	<b>Total</b>				<b>12</b>
<b>Internship to be taken in summer after completion of 90 Cr. Hrs. + CGPA 2.0 or more</b>					<b>3</b>
<b>Total Credit Hours</b>					<b>123</b>





### Study Plan - BBA in e-Business (For cohorts before 2024-25)

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
Semester 1	LNG	171	English I	None	3
	MTH	196	Mathematics for Business	None	3
	GED	101E	Applications of Computer Software	None	3
	MGT	202	Principles of Management	None	3
	ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
	Total				14
Semester 2	ACT	112	Principles of Accounting I	None	3
	ECO	221	Principles of Microeconomics	None	3
	LNG	172	English II	LNG 171	3



QBA	241	Quantitative Business Analysis	MTH 196 or Equivalent	3
GED	199E	UAE Society	None	3
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
Total				16

Semester	Course Code	Subject Title	Prerequisite	Credit Hours	
Semester 3	ACT	212	Principles of Accounting II	ACT 112	3
	EBU	200	e-Business Fundamentals	None	3
	MKT	201	Principles of Marketing	LNG 171	3
	QBA	341	Quantitative Approaches to Decision Making	QBA 241	3
	ENT	241	Entrepreneurship I	ENT 142	2
	Total				14



Semester 4	FIN	201	Managerial Finance	ACT 112	3
	MGT	210	Business Report Writing	LNG 172	3
	MGT	231	Legal Environment of Business	LNG 172, MGT 202	3
	ECO	222	Principles of Macroeconomics	None	3
	GED	198E	Islamic Culture	None	3
	ENT	242	Entrepreneurship 2	ENT-241	1
	Total				
	MGT	311	Business Research Methodologies	QBA 341	3

Semester	Course Code	Subject Title	Prerequisite	Credit Hours	
Semester 5	HRM	210	Human Resource Management	MGT 202	3
	EBU	318	e-Business Web Technologies	EBU 200	3
	MKT	340	e-Marketing	MKT 201	3



	INB	360	International Business	MGT 202	3
	SWS	351	Management Information Systems	GED 101E	3
	Total				18
Semester 6	EBU	307	Systems Analysis and Business Process Integrations I	SWS-351	3
	XXX	XXX	Science and Technology Elective		3
	MGT	320	Organizational Behavior	HRM 210	3
	MGT	361	Operations Management	MGT 202, QBA 341	3
	EBU	350	e-Business Technology Solutions	EBU-318	3
	Total				15
Semester 7	XXX	XXX	Core Elective (1)		3
	XXX	XXX	Core Elective (2)		3

Semester	Course Code	Subject Title	Prerequisite	Credit Hours
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	EBU	406	e-Business Project Management	MGT 361, SWS 351	3
	XXX	XXX	Major Elective (1)		3
	XXX	XXX	Major Elective (2)		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 Credit Hours	3
	EBU	450	e-Business Consulting Project	Final Semester	3
	XXX	XXX	Humanities Elective		3
	Total				12





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Semester	Course Code	Subject Title	Prerequisite	Credit Hours
				3
Internship* to be taken summer semester after completion of 90 Cr. Hrs. + CGPA 2.0 or more				
Total Credit Hours				123



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