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## Program Viewbook

### Bachelor of Business Administration in Business Analytics (BBA-BA)

#### Program Description

The Bachelor of Business Administration in Business Analytics (BBA-BA) program equips students with the knowledge and analytical capabilities required to transform data into meaningful insights that inform strategic business decisions. The program combines fundamental business disciplines with modern analytical approaches, enabling students to understand and evaluate complex business data. Through this integration, graduates develop the ability to identify patterns, interpret trends, and support evidence-based decision-making in dynamic organizational environments.

The curriculum blends theoretical foundations with practical applications, allowing students to gain hands-on experience in data collection, analysis, and interpretation. Students learn how to apply analytical techniques to enhance organizational performance and improve operational efficiency. In addition, the program cultivates strong critical thinking and problem-solving abilities essential for addressing contemporary business challenges.

#### Program Learning Outcomes (PLOs)

- PLO 1:** Demonstrate knowledge of principles and theories related to accounting and finance, human resource management, marketing, e-business, international business, and other fields, and their application to business contexts.
- PLO 2:** Communicate effectively orally and in writing to demonstrate successful business management skills.
- PLO 3:** Analyze data using quantitative and qualitative methods for decision making.
- PLO 4:** Function effectively as a member or leader of a team and engage in activities that align with the professional and societal norms, regulations, and ethical values.
- PLO 5:** Engage in lifelong learning and acquiring new knowledge and skills with an attitude that is conducive to professional development and growth.
- PLO 6:** Demonstrate the understanding of the global dimensions of business, including markets, cultures, policies, and regulations.
- PLO 7:** Apply specialized Business Analytics principles and theories within national and global business contexts to develop effective and entrepreneurial strategies that support competitive advantage.
- PLO 8:** Analyze Business Analytics problems and develop innovative, sustainable effective solutions.
- PLO 9:** Implement the principles of privacy, ethics, and governance in business Analytics projects.
- PLO 10:** Deploy gained knowledge and acquired skills to deal with and coordinate specialized tasks in managing Business Analytics for different organizational contexts.

## Program Completion Requirements

The Bachelor of Business Administration in Business Analytics (BBA-BA) degree shall be awarded to a student who is officially enrolled in the program and has fulfilled the following requirements:

- Successful completion of 123 credit hours.
- Achievement of a minimum cumulative GPA of 2.0 on a 4.0 scale.
- Completion of at least 50% of total program credit hours at CUD.
- Completion of the Internship while enrolled at CUD.

## Program Structure

<b>University Requirements Courses</b>	<b>27 Cr. Hrs.</b>
<b>Core Courses</b>	<b>66 Cr. Hrs.</b>
<b>Major Courses</b>	<b>30 Cr. Hrs.</b>
<b>Total</b>	<b>123 Cr. Hrs.</b>

## List of Courses

I. University Requirement Courses				
Course Code		Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses</b>				<b>21</b>
LNG	171	English I	None	3
LNG	172	English II	LNG 171	3
GED	102	AI in Modern Life	None	3
GED	190	Emirati Studies	None	3
GED	255	Critical Thinking and Problem Solving	LNG 172	3
ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
MTH	196	Mathematics for Business	None	3
<b>Elective (Humanities - 06 Credits): Students are required to select two courses from the following:</b>				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
ENV	201	Principles of Environmental Science	None	3
GED	103	Head Anatomy Sculpture	None	3
GED	106	Smart Decisions: Data Literacy and Visualization	None	3
GED	110	Modern Art Appreciation	None	3
GED	111	Music Appreciation and Communication	None	3
GED	112	Using Positive Psychology at Work	LNG 172	3
GED	125	Ecosystems and Human Health	None	3
GED	132	Science and Technology in Society	None	3
GED	191	Islamic Studies	None	3
GED	196	Communication Skills in Arabic 1	None	3
GED	205	Psychology in Everyday Life	LNG 172	3
GED	272	Fundamentals of Public Speaking	LNG 172	3
GED	324	Ethical Reasoning for Today's World	LNG 172	3



## II. Core Courses

Course Code	Course Title	Prerequisite	Cr. Hrs.	
<b>Compulsory Courses</b>			<b>66</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	LNG 172	3
MGT	220	Organizational Behavior	None	3
MGT	231	Legal Environment of Business	LNG 172, MGT 202	3
MKT	201	Principles of Marketing	LNG 171	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 102	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):</b> Students are required to select one course from the following courses				
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.				

## III. Major Courses

Course Code	Course Title	Prerequisite	Cr. Hrs.	
<b>Compulsory Courses</b>			<b>24</b>	
BAN	205	Business Intelligence	None	3
EBU	210	Introduction to Database Systems	EBU 200	3
BAN	300	Data Management and Visualization	EBU 210	3
BAN	305	Programming for Data Analytics	BAN 205	3
BAN	310	Ethical and legal issues in Business Analytics	MGT 231	3
BAN	400	Internship in Business Analytics	90 Credit Hours & CGPA $\geq$ 2.0	3
BAN	450	Business Consulting Project in Business Analytics	BAN 305	3

Course Code		Course Title	Prerequisite	Cr. Hrs.
FIN	329	Financial Technology	BAN 205	3
<b>Elective Courses (06 Credits):</b> Students are required to select two courses from the following courses				
BAN	320	Knowledge Management	None	3
BAN	330	Digital Transformation	None	3
BAN	340	Prompt Engineering for Business and Data Analytics	BAN 305	3
BAN	490	Selected Topics in Business Analytics	BAN 205	3



### Eight Semesters Study Plan

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
1	LNG 171	English I	None	3
	MTH 196	Mathematics for Business	None	3
	GED 102	AI in Modern Life	None	3
	MGT 202	Principles of Management	None	3
	ENT 141	Fundamentals of Innovation and Entrepreneurship 1	None	2
	<b>Total</b>			
2	ACT 112	Principles of Accounting I	None	3
	ECO 221	Principles of Microeconomics	None	3
	LNG 172	English II	LNG 171	3
	QBA 201	Business Statistics	MTH 196 or equivalent	3
	GED 190	Emirati Studies	None	3
	ENT 142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
<b>Total</b>				<b>16</b>
3	ACT 212	Principles of Accounting II	ACT 112	3
	ECO 222	Principles of Macroeconomics	None	3
	MKT 201	Principles of Marketing	LNG 171	3
	HRM 210	Human Resource Management	MGT 202	3
	ENT 241	Entrepreneurship 1	ENT 142	2
<b>Total</b>				<b>14</b>
4	FIN 202	Principles of Finance	ACT 112	3
	BAN 205	Business Intelligence	None	3
	ACT 250	Fundamentals of Taxation	ACT 112	3
	MGT 220	Organizational Behavior	None	3
	ENT 242	Entrepreneurship 2	ENT 241	1
	MGT 301	Introduction to Business Analytics	QBA 201	3
<b>Total</b>				<b>16</b>
5	MGT 302	Business Research Methodologies	MGT 301	3
	MGT 231	Legal Environment of Business	LNG 172 and MGT 202	3
	INB 360	International Business	MGT 202	3
	SWS 351	Management Information Systems	GED 102	3
	MGT 210	Business Report Writing	LNG 172	3
	EBU 210	Introduction to Database Systems	BAN 205	3
<b>Total</b>				<b>18</b>
6	XXX XXX	General Education Elective (1)		3
	MGT 361	Operations Management	MGT 202 and MGT 301	3
	BAN 300	Data Management and Visualization	EBU 210	3
	BAN 305	Programming for Data Analytics	BAN 205	3
	BAN 310	Ethical and legal issues in Business Analytics	MGT 231	3
<b>Total</b>				<b>15</b>
7	XXX XXX	General Education Elective (2)		3
	XXX XXX	Core Elective		3
	GED 255	Critical Thinking and Problem Solving	LNG 172	3
	BAN XXX	Program Elective (1)		3
	FIN 329	Financial Technology	BAN 205	3
<b>Total</b>				<b>15</b>
8	MGT 470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 202, MKT 201, MGT 361 and 90 Cr. Hrs.	3
	MGT 404	Business Ethics and Social Responsibility	MGT 231	3
	BAN XXX	Program Elective (2)		3
	BAN 450	Business Consulting Project in Business Analytics	BAN 305 and 90 Cr. Hrs.	3
<b>Total</b>				<b>12</b>
<b>Internship in Business Analytics 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>