

## Program Viewbook

### Bachelor of Business Administration in e-Business (BBA-EBU)

#### Program Description

The Bachelor of Business Administration in e-Business provides students with a foundation in core business disciplines while emphasizing on practical experience in digital strategies, online business models, and the emerging technologies that are transforming contemporary business practices. The curriculum includes accounting and finance, human resource management, marketing, and international business, with particular attention to applying e-business theories in both national and global contexts. Students develop the ability to analyze e-business challenges and formulate innovative, sustainable, and practical solutions suited to different organizational needs. The program focuses on the integration of ethics, governance, and privacy principles into e-business strategies to ensure responsible and effective practice. Students also gain experience in evaluating technological and managerial approaches, selecting appropriate e-business models, and designing solutions tailored to organizational objectives. Communication, teamwork, and decision-making skills are cultivated to prepare graduates for professional roles in technology-driven environments.

Graduates of this program are prepared for roles such as Social Media Analyst, Online Market Researcher, Business Data Analyst, ERP Specialist, CRM or SCM Officer, e-Business Consultant, Project Manager in e-Business, and e-Business Entrepreneur.

#### 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 E-Business principles and theories to a national and global business context to develop effective strategies.
- PLO 8: Analyze e-Business problems and develop innovative, sustainable effective solutions.
- PLO 9: Integrate privacy, ethics, and governance principles effectively into E-business solutions.
- PLO 10: Evaluate different E-Business approaches and choose the most suitable one to create innovative solutions tailored to various organizational settings.

## Program Completion Requirements

The Bachelor of Business Administration in e-Business (BBA-EBU) 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 and Graduation Project 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

<b>I. University Requirement Courses</b>				
<b>Course Code</b>		<b>Course Title</b>	<b>Prerequisite</b>	<b>Cr. Hrs.</b>
<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

**Electives Courses (03 Credits):** 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>
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

Course Code		Course Title	Prerequisite	Cr. Hrs.
EBU	401	Internship in e-Business	90 Credit Hours & CGPA $\geq 2.0$	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):</b> Students are required to select two courses from the following courses				
EBU	250	Digital Entrepreneurship	EBU 200	3
SCM	310	Supply Chain Management	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

## 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>				<b>14</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	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			
	EBU 200	e-Business Fundamentals	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, 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	EBU 200	3			
<b>Total</b>				<b>18</b>			
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>			
7	XXX XXX	General Education Elective (2)		3			
	XXX XXX	Core Elective		3			
	GED 255	Critical Thinking and Problem Solving	LNG 172	3			
	XXX XXX	Major Elective (1)		3			
	EBU 406	e-Business Project Management	MGT 361, SWS 351	3			
<b>Total</b>				<b>15</b>			
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>			