

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

| | |
|--|---------------------|
| University Requirements Courses | 27 Cr. Hrs. |
| Core Courses | 66 Cr. Hrs. |
| Major Courses | 30 Cr. Hrs. |
| Total | 123 Cr. Hrs. |

List of Courses

| I. University Requirement Courses | | | | |
|--|-----|---|--------------|-----------|
| Course Code | | Course Title | Prerequisite | Cr. Hrs. |
| Compulsory Courses | | | | 21 |
| 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 |
| Elective (Humanities - 06 Credits): Students are required to select two courses from the following: | | | | |
| 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. |
|--|--|---|-----------|
| Compulsory Courses | | | 66 |
| 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. |
|---------------------------|----------------------------------|--------------|-----------|
| Compulsory Courses | | | 24 |
| 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 |
| Elective Courses (06 Credits): 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 |
| | Total | | | | 14 |
| 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 |
| | Total | | | | 16 |
| 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 |
| | Total | | | | 14 |
| 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 |
| | Total | | | | 16 |
| 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 |
| | Total | | | | 18 |
| 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 |
| | Total | | | | 15 |
| 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 |
| | Total | | | | 15 |
| 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 |
| | Total | | | | 12 |
| Internship to be taken in summer after completion of 90 Cr. Hrs. + CGPA 2.0 or more | | | | | 3 |
| Total Credit Hours | | | | | 123 |