

## Program Viewbook

### Bachelor of Business Administration in Entrepreneurship (BBA-ENT)

#### Program Description

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 with the skills and mindset to thrive in entrepreneurial careers, enriched by hands-on experiences in project and venture creation across varied contexts. This unique program develops entrepreneurs versed in strategic planning, market differentiation, funding strategies, legal frameworks, and venture launch. It blends theoretical insights with practical exercises, industry engagement, and academic expertise. Through consultancy opportunities, internships, and live entrepreneurial projects, students gain invaluable experiences to propel their careers forward.

Graduates of the BBA in Entrepreneurship program may continue developing and expanding their own ventures, they can also contribute to established organizations in roles such as business and management consulting, business development, start-up support, marketing, and sales. In addition, entrepreneurship graduates are well-positioned to join young, agile companies or to help create new departments and functions within established firms.

#### 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: Identify and explore entrepreneurship opportunities in a market, whilst developing and implementing innovative and sustainable solutions.
- PLO 8: Apply specialized entrepreneurship knowledge and tools to effectively compete in local and global markets.
- PLO 9: Evaluate the ethical and environmental issues and responsibilities which entrepreneurs take into account when making decisions.
- PLO 10: Design creative strategies for pursuing, exploiting and further developing new entrepreneurship opportunities.

## Program Completion Requirements

The Bachelor of Business Administration in Entrepreneurship (BBA-ENT) 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 Incubation 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

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>
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
ENT 361	Entrepreneurial Finance and Venture Capital	FIN 202	3
ENT 401	Internship in Entrepreneurship	ENT 350, ENT 360 + 90 Credit Hours & CGPA ≥ 2.0	3

Course Code		Course Title	Prerequisite	Cr. Hrs.
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 credits	3
<b>Elective Courses (06 Credits):</b> Students are required to select two courses from the following courses				
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



### 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
	MGT	210	Business Report Writing	LNG 172	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
	ENT	350	Building an Entrepreneurial Mindset and Strategy	ENT 242	3
	ENT	351	Social Enterprise and Global Challenges	ENT 242	3
	Total				18
6	XXX	XXX	General Education Elective (1)		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
	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
	ENT	471	Business Model Validation	MKT 201, HRM 210, ENT 361	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
	ENT	480	Incubation Project	MGT 231, ENT 471 + Complete 90 Cr. Hrs.	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