

## Program Viewbook

### Bachelor of Business Administration in Management (BBA-MGT)

#### Program Description

The Bachelor of Business Administration in Management program is designed to equip students with the essential skills, knowledge, and perspectives needed to excel in today's dynamic and competitive business environment. The program blends strong theoretical foundations with practical applications, enabling students to develop critical thinking, problem-solving, and decision-making skills that are vital for effective leadership and organizational success. Through a curriculum that emphasizes both core business principles and advanced management practices, students gain exposure to key areas such as strategic planning, organizational behavior, operations management, project management, and business communication. The program also integrates experiential learning opportunities, case studies, and real-world projects to ensure graduates can translate theory into practice.

Graduates of the BBA in Management program will be prepared to pursue a wide range of careers across industries and sectors. Potential roles include Operations Manager, Project Manager, Business Analyst, Change Manager, Sales Manager, and Managing Director. With their broad skill set and leadership capabilities, graduates will also be well-positioned to take on entrepreneurial ventures or advance into higher managerial and executive positions.

#### 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 management principles and theories to a national and global business context to develop strategies for organizations.
- PLO 8: Analyze management problems, formulate innovative and sustainable solutions and develop effective strategies.
- PLO 9: Optimize business processes and enhance data-driven decision-making utilizing digital transformation principles and emerging technologies to
- PLO 10: Implement agile methodologies and adaptive strategies to manage and thrive effectively in complex dynamic business environment.

## Program Completion Requirements

The Bachelor of Business Administration in Management (BBA-MGT) 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>
MGT 350	Global Sustainable Management	MGT 202	3
MGT 362	Negotiation and Decision Making	HRM 210	3
MGT 370	Managing Diversity	MGT 202	3
MGT 401	Internship in Management	90 Credit Hours & CGPA ≥ 2.0	3
MGT 416	Leadership	MGT 220	3
MGT 471	Project Management	MGT 202	3

Course Code		Course Title	Prerequisite	Cr. Hrs.
MGT	472	Organization Culture	MGT 202	3
MGT	480	Applications of AI in Business	MGT 301, SWS 351	3
<b>Elective Courses (06 Credits):</b> Students are required to select two courses from the following courses				
MGT	324	Economic Sustainability	ECO 221, QBA 201	3
MGT	473	Workplace Mental Health and Wellbeing	MGT 220	3
MGT	474	Leading with Emotional Intelligence	MGT 220	3
MGT	475	Persuasion and Influence	MGT 362	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
	MGT	370	Managing Diversity	MGT 202	3
	MGT	416	Leadership	MGT 220	3
	Total				18
6	XXX	XXX	General Education Elective (1)		3
	MGT	361	Operations Management	MGT 202, MGT 301	3
	MGT	472	Organization Culture	MGT 202	3
	MGT	350	Global Sustainable Management	MGT 202	3
	MGT	362	Negotiation and Decision Making	HRM 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
	MGT	471	Project Management	MGT 202	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
	MGT	480	Applications of AI in Business	MGT 301, SWS 351	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