

Program Viewbook

Master of Business Administration (MBA)

Program Description

The Master of Business Administration (MBA) program provides advanced education in management and leadership across diverse business contexts. The curriculum integrates fundamental disciplines such as finance, marketing, human resources, ethics, and sustainability, while offering four specialized focus areas: General Management, Finance, Digital Marketing, and Talent Management Leadership. Each focus area covers both theoretical knowledge and applied skills, enabling students to address complex business challenges with innovative and sustainable solutions. Students specializing in General Management develop cross-functional leadership abilities to analyze strategic and operational decisions and implement organizational change in local and international contexts. The Finance focus area builds advanced competencies in financial management, investment analysis, and risk management to support strategic decision-making. The Digital Marketing specialization covers up-to-date knowledge of digital platforms, analytics, and technologies to design effective marketing strategies. The Talent Management Leadership focus area trains students in strategic leadership, human capital development, and inclusive workforce management. Across all tracks, students strengthen critical thinking, problem-solving, teamwork, and communication skills while addressing the ethical, cultural, and global dimensions of management.

Graduates of this program are prepared for senior roles such as business consultant, financial manager, investment analyst, digital marketing strategist, human resource director, operations manager, and other leadership positions in multinational corporations, government agencies, and international organizations.

Program Learning Outcomes (PLOs)

Common to All

- PLO 1: Demonstrate in-depth knowledge of fundamental business disciplines in human resources, finance, marketing, ethics and sustainability perspectives for managing organizations in complex environments.
- PLO 2: Develop a critical thinking of various theories, models, and techniques and their applicability in dynamic business environments.
- PLO 3: Apply functional knowledge to analyze and evaluate managerial options and decisions at the strategic and operational levels of an organization.
- PLO 4: Analyze relevant data and information using qualitative and quantitative approaches to inform decision-making.
- PLO 5: Integrate new knowledge and conduct empirical research to address complex and unpredictable management challenges that demand innovative solutions.
- PLO 6: Perform effectively as a team member and leader, utilizing organization's resources to effectively implement strategic and innovative goals.

PLO 7: Embrace the complexity of ethical, cultural, and social implications in organization's business and management practices.

General Management – Focus Area

PLO 8: Demonstrate a comprehensive expertise in organizational sustainable development principles and methodologies to facilitate sustainable change within diverse organizational contexts.

PLO 9: Analyze the complexities of international business environments to develop and implement effective global business strategies.

Finance – Focus Area

PLO8: Demonstrate in depth knowledge of financial management theories, financial analysis and sustainability, investment management, risk management.

PLO9: Construct feasible, sustainable, and innovative solutions to complex investing and financing problems using various financial instruments and techniques.

Digital Marketing – Focus Area

PLO8: Demonstrate in-depth and up-to-date knowledge in digital marketing to design an effective and competitive marketing strategy.

PLO9: Develop strategies to use analytics and modern technologies to compete in competitive and dynamic environments related to digital marketing.

Talent Management Leadership – Focus Area

PLO8: Apply various strategic leadership theories and practical models to effectively manage and develop an organization's human capital with the aim of creating a competitive advantage.

PLO9: Design effective talent management strategies for talent acquisition, development, and performance management conducive to a sustainable, diverse, and inclusive organizational culture.

Program Completion Requirements

The Master of Business Administration (MBA) degree shall be awarded to a student who is officially enrolled in the program and has fulfilled the following requirements:

- Successful completion of 36 credit hours.
- Achievement of a minimum cumulative GPA of 3.0 on a 4.0 scale.
- Completion of at least 75% of total program credit hours at CUD.
- Completion of the Applied Research Project or Applied Consulting Project while enrolled at CUD.

Program Structure

Core Courses	21 Cr. Hrs.
Practical Experience & Projects	06 Cr. Hrs.
Electives Focus Area	09 Cr. Hrs.
Total	36 Cr. Hrs.

List of Courses

I. Core Courses				
Course			Pre/Co-requisite	Cr. Hrs.
				21
MBA	640	Accounting for Decision Making	None	3
MBA	642	Managerial Finance	None	3
MBA	643	Business Research Methods	None	3
MBA	645	Marketing Management	None	3
MBA	648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
MBA	649	Business Ethics and Sustainability	None	3
MBA	651	Organizational Behaviour	None	3

II. Practical Experience & Projects				
Course			Pre/Co-requisite	Cr. Hrs.
Students are required to select one course from the following courses				06
MBA	700	Applied Research Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
MBA	710	Applied Consulting Project		

III. Elective Focus Area				
Course			Pre/Co-requisite	Cr. Hrs.
General Management Focus Area Courses (09 Credits): Students are required to select three courses from the following courses				09
MBA	675	Management of Technology and Innovation	None	3
MBA	676	Organizational Development and Sustainable Change	MBA 651	3
MBA	677	Strategic Leadership	MBA 651	3
MBA	678	Human Resource Development	MBA 651	3
MBA	679	Talent Management and Motivation	MBA 651	3
Finance Focus Area Courses (09 Credits): Students are required to select three courses from the following courses				09
MBA	681	Corporate Finance	MBA 642	3
MBA	686	Derivatives	MBA 642	3
MBA	687	Investment Analysis	MBA 642	3
MBA	688	Financial Statement Analysis and Sustainability	MBA 642	3
MBA	689	Portfolio Management	MBA 687	3
Digital Marketing Focus Area Courses (09 Credits): Students are required to select three courses from the following courses				09
MBA	690	Sustainable Marketing and Digital Branding	MBA 645	3
MBA	693	Business Marketing	MBA 645	3



Course			Pre/Co-requisite	Cr. Hrs.
MBA	697	Global Digital Marketing	MBA 645	3
MBA	698	Digital Products and Services	MBA 645	3
MBA	699	Consumer Behaviour	MBA 645	3
Talent Management Leadership Focus Area Courses (09 Credits): Students are required to select three courses from the following courses				09
MBA	660	People Analytics	MBA 643	3
MBA	668	International Human Resource Management	None	3
MBA	669	Strategic Talent Management	None	3
MBA	677	Strategic Leadership	MBA 651	3
MBA	679	Talent Management and Motivation	MBA 651	3

Three Semesters Study Plan - MBA (Focus Area - General Management)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behavior	None	3
	Semester Total:			12
2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA xxx	GM Focus Area Elective (1)		3
	MBA xxx	GM Focus Area Elective (2)		3
	Semester Total:			12
3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA xxx	GM Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Semester Total:			12
Total Credit Hours				36

Three Semesters Study Plan - MBA (Focus Area - Finance)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behavior	None	3
	Semester Total:			12
2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA xxx	Finance Focus Area Elective (1)		3
	MBA xxx	Finance Focus Area Elective (2)		3
	Semester Total:			12
3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA xxx	Finance Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Semester Total:			12
Total Credit Hours				36

Three Semesters Study Plan - MBA (Focus Area - Digital Marketing)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behavior	None	3
	Semester Total:			12
2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA xxx	DM Focus Area Elective (1)		3
	MBA xxx	DM Focus Area Elective (2)		3
	Semester Total:			12
3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA xxx	DM Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Semester Total:			12
Total Credit Hours				36

Three Semesters Study Plan - MBA (Focus Area - Talent Management Leadership)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behavior	None	3
	Semester Total:			12
2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA xxx	TML Focus Area Elective (1)		3
	MBA xxx	TML Focus Area Elective (2)		3
	Semester Total:			12
3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA xxx	TML Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Semester Total:			12
Total Credit Hours				36