

Program outline

Bachelor of Business Administration

Last updated in May 2025

Key notes

Program outline document:

- Is a reference for UAE universities. Universities can also submit their own outline as part of “New program approval” service.
- Is subject to future revisions to ensure alignment with emerging trends.
- will specify general education courses according to CAA guidelines, requirements of local authorities, and international accrediting bodies.

Overview:

Core courses	93 Cr. Hr.
Electives	15 Cr. Hr.
Practical experience & projects	12-15 Cr. Hr.
Total	120-123 Cr. Hr.

I. Core courses

Course	Credit Hours
Business Core Courses	48
Technical Skills	Choose 18
Business Statistics	3
Mathematics in Business	3
Business Systems Analysis	3
Management Information Systems	3
Data Science for Business	3
Innovation and Entrepreneurship	3
Business Research Methods	3
Functional Areas (Management, Accounting, Finance, Marketing)	Choose 24
Principle of Management	3
Principle of Marketing	3
Business Communications	3
Organizational Behavior	3
Financial Accounting	3
Managerial Accounting	3
Operations Management	3
Financial Management	3
Human Resource Management	3
The Business Environment	Choose 6
Business and commercial Law	3
Principles of Micro Economics	3
Macro Economic Theory and Practice	3
Business Law	3
International/ Global Business	3
Specilization Courses	Choose 45
Strategic Management	3
Design Sustainability Practices	3

Consumer Behavior	3
Business Intelligence Systems	3
Principle in business Analytics	3
Leadership and Followers	3
Project Management	3
Organization Theories	3
Change Management,	3
Learning Organization and Organizational learning.	3
Operational Research	3
Introduction to E-Business	3
Introduction to Data base for Business	3
Training and Development	3
Intermediate Finance Accounting	3
Supply Chain Management	3
Performance Management	3
Corporate Finance	3

II. Elective courses

Suggested Elective Options	Credit Hours
E-Business Tools and Applications	3
Training/ Learning and Development	3
AI in Business	3
Digital Tools and Techniques	3
Tools and Techniques of Quality Management	3
Quality and Environmental Management Systems	3
Business Intelligence and Technology	
Microeconomics of competitiveness	

III. Practical experience & projects

Suggested experience & projects	Credit Hours
Work placement: 16+ weeks industry work placement	6-9
Capstone Project: Final year, one-two semesters project	6