

Bachelor of Business (Marketing)

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Program Structure

To qualify for the Bachelor of Business (Management), a candidate shall accrue an aggregate of at least 144 credit points comprising of subjects from a common business subjects, specialised subjects required for major, general electives, general education subjects and a final year project.

Year 1

Accounting for Decision Making

This subject introduces students to the role and use of accounting information in a variety of organisations and society. Students evaluate both financial and non-financial reports and their impact on accountability, decision-making and corporate governance. The subject introduces students to various analytical techniques in order to make sound decisions in a variety of business and social settings.

Principles of Responsible Business

The subject provides students with a conceptual tool kit for understanding and practicing responsible and ethical commerce in managing environment, globalization, technology, anti-corruption, labour and human rights. Working with industry, students will examine these issues from a variety of theoretical and practical perspectives and apply them to contemporary commercial contexts.

Statistics for Business

The aim of the subject is to introduce students to quantitative techniques and their application to the business world with an emphasis on the decision-making process. Students will be trained in the use of computer based software and models to analyze quantitative information for business decision-making.

Economic Essentials for Business

This subject introduces students to essential macroeconomic and microeconomic ideas, models and reasoning, which helps them to understand various economic issues. The subject will demonstrate the importance of economics on business and society, and will stimulate greater awareness of economic approaches to the analysis of contemporary social issues.

Introductory Principles of Finance

This subject introduces fundamental concepts of corporate and personal finance, and the relationship with financial planning. Students are equipped with fundamental skills to understand the concept of time value of money, as applied to solving cash flow valuation problems within the context of corporate and personal finance. The subject also explores ethical issues in managing finance.

Marketing Principles

Organizations need to know how to position themselves against competition by identifying marketing opportunities and problems. The subject examines the fundamental concepts and theories relevant to the study and practice of marketing. The subject serves as a foundation for further studies in business by developing an overview of where marketing fits within organizations and what framework marketing provides for enhancing and enabling the conduct of a business.

Introduction to Management

Organisations rely on managers and the management function for the efficient and effective running of their operations. This subject will introduce students to the key management theories and concepts required for managing people, process, environment and organizational culture. Students will learn the implications of managerial decisions on the internal and external environments.

Choose 1 Elective from the following options.

Accounting Principles

The subject introduces basic accounting systems (double entries), concepts and techniques to identify, classify, process, record and present accounting and financial information. This subject train students on how to prepare account and financial statements.

Economics and Society

This subject introduces students to the economic analysis of contemporary social issues such as inequality, human resources, environment, growth and development, and international trade, and the institutions that play a significant role in shaping them. The emphasis will be on policy-relevant examples from both the domestic and international contexts.

Business Communications

This subject introduces the theory and practice of communication in business and in workplaces. It examines and discusses the cultural, organisational and personal contexts and processes of communication. The subject would develop skills of public speaking, making presentations, writing reports, understanding of non-verbal messages, listening and building relationships in business and workplaces.

Business Oriented Information Systems

This subject examines the roles of information systems in a modern organization. Topics would cover functions and purposes of various information systems and their components; system design and development process; information systems administration and management; social implications of information systems, and hands-on experience in the use of personal productivity software. The practical component includes using the internet, word processing, spreadsheets, database systems and website design.

Year 2

Organizational Behaviour

The subject examines aspects of the social and behavioural sciences that are relevant to understanding human behaviour in work organisations. The focus of the subject ranges from the behaviour and activities of individuals and groups in organisational settings, to understanding complex organisations as a whole.

Managing Human Resources

This subject is concerned with the concepts, techniques and activities involved in managing the flow of people through work organizations. Emphasis is placed on understanding the techniques of contemporary HRM that can be applied in organizations to facilitate the acquisition and development of staff, to influence positively their job performance, and to manage the processes of staff turnover and retention.

Operations Management

The purpose of this subject is to provide the student with a broad understanding of the key issues in modern operations management in both manufacturing and service organisations, and to allow the student to develop some basic skills in the methodologies of operations management. It is an introductory subject designed for undergraduate students with no previous study in operations management. The subject content and assessment components reflect quantitative procedures associated with operations management and also qualitatively explore the relevant strategic, managerial and ethical issues associated with operations management.

Responsible Leadership

This core subject in the management major examines different approaches to leadership including ethical leadership, and addresses current issues relating to leadership such as sustainability and human rights through leaders' influences on shareholders, employees, communities and society. Students will engage in experiential learning activities, case studies and analysis, scenario based problem-solving activities, highly interactive lectures and extensive classroom discussions. By engaging in these activities, students are expected to develop responsible leadership skills in order to apply them effectively in their personal and professional lives.

Choose 1 UAE Studies Subject

Urban Sociology

The societies and places in which we live are very complex, and the interactions of individuals, as well as social institutions, have a direct impact on the life path we take. This course provides an engaging and accessible introduction to urban sociology and the study of cities, with particular focus on the experience of the UAE and Dubai. We'll

examine a number of substantive urban topics, including but not limited to the growth of cities and urban spaces in the UAE, sustainable development and practices, and the 'built' environment.

Public Health

This course will introduce Public Health as an interdisciplinary science concerned with topics central to the population of U.A.E and on a wider scale of GCC region with regard to their physical, mental, and social well-being. The course focuses on current pertinent public health problems, assessing causation and examining intervention and management strategies at personal, social, and organizational levels.

UAE and International Relations

This course offers an overview of the UAE's rapidly emerging significance and its increased roles in global networks of international relations and diplomacy. Within that overview, the course examines the internal dynamics of the UAE, in particular, the priorities that emerge from a specific workforce dependency, a construction and tourism industry that looks 'East' as much as it does 'West'. Thus the new 'Look East' policy complements the country's historical partnership with the Western states. With the expansion of its global ties and relations, the UAE also becomes more sensitive to transnational issues, such as immigration, fluctuations in international markets or terrorism.

Society and Environment – Resources, Challenges, Futures

This subject aims to provide an understanding of relations and interactions between society and environment, including impact of societies on the Earth and its processes. Topics covered include the agricultural, industrial and urban revolutions; governance of environments; Indigenous land management; climate change; sustainability; and environmental impacts in the context of the Anthropocene.

Compulsory Arabic Language Subject or Challenge Test

Arabic Language

Language is key to everything we do. From verbal communication and the way we talk, to non-verbal communication and the emojis we use in our text messages, to the visuals we use to construct compelling visual stories, language is how we communicate. Living, studying and working the UAE, having a basic understanding of Arabic language can give you a huge competitive advantage. This introductory subject provides some of the basics of Arabic language, and you'll leave this subject able to communicate on a basic, conversational level.

General Elective Requirement

Muslim Societies Across the Ages: Tradition, Secularism & Modernity

This course aims to provide students with critical thinking perspectives about the relationship between history, religion and culture, in this case, the formation of Islamic culture(s). A sociological introduction to the study of Islamic culture will introduce students to the emergence of Islam in its 7th century historical context, its relationship to the other monotheistic traditions of the region, its growth into the dominant cultural paradigm of the Near East by the 9th century, alongside its impact and contribution to key fields of medieval science and knowledge. A historical approach will help students acquire familiarity with key Islamic texts, institutions, concepts of authority, traditions of jurisprudence and spirituality, artistic expressions, as well as milestones in Islamic history. The course wraps up with a discussion of issues central to contemporary debates relating to Islamic culture, such as identity, gender, multiculturalism, pluralism, secularism and religiosity.

Fundamentals of Innovation and Entrepreneurship

This course is focused on learning innovation and entrepreneurship that can be applied to any high-growth enterprise or other organization. The course is composed of three modules:

Module 1: Design Thinking

Module 2: Entrepreneurship

Module 3: Growth and Leadership

Year 3

Management of Change

This subject deals with the management of change in organisations. Topics include: sources of change, resistance to change, coping with change, organisational values, creation of organisational visions and missions, leading organisational change, models of organisational change, creation and change of organisational cultures. Emphasis is placed on the application of theory to case study examples.

Strategic Management

The subject deals with the strategic management process and planning functions in the business enterprise. Emphasis will be placed on the process by which environmental opportunities and threats to the business enterprise are recognized and evaluated, and on strategies required to meet the challenges. Topics include business mission; customer and competitor analysis; industry analysis; environment analysis; strategy and organization; alternative business strategies.

Choose Any 2 Subjects

Organizational Analysis

This subject examines the key theoretical frames that are used to analyse complex organisations. Students are provided with an understanding of theories and concepts that explain how organisational members are affected by organisational structures and environments, human resource flows, politics, and micro-cultures. Emphasis is placed on frame complementarity and learning how to apply the frames to real organisations.

Small Business Management

Smaller enterprises are becoming increasingly important to the economic well-being of many nations. This subject gives students an opportunity to develop an awareness of the role of the small enterprise in the economy and society, and the key factors involved in their management. The subject is oriented at the study of smaller enterprise and training the student to start and manage a small firm itself.

Continuous Quality Improvement

The purpose of this subject is to provide the student with an introduction to the principles and tools associated with the management philosophy and techniques called 'Quality Management'. It is an introductory subject designed for undergraduate students with no previous study in this field. The subject engages both qualitative and quantitative approaches to help students to identify, analyse and understand the impacts of quality management systems in any organisation.

Capstone Subject

Integrative Business Capstone

Integrative Business Capstone enables students to apply the principles of ethical, socially responsible, and sustainable commerce in a simulated business environment. The subject is based on a series of lectures and an action based learning project. Students will be required to make multidisciplinary interactive decisions based on sound ethical, socially responsible and sustainable practice.

Choose Any 3 Business Subjects as Elective