

# Bachelor of Business Administration

## Contents

Program Structure.....	2
Year 1 .....	2
Accounting for Decision Making .....	2
Principles of Responsible Business .....	2
Statistics for Business .....	2
Economic Essentials for Business .....	2
Introductory Principles of Finance.....	2
Marketing Principles .....	3
Introduction to Management.....	3
Choose 1 Elective from the following options. ....	3
Accounting Principles .....	3
Economics and Society .....	3
Business Communications .....	3
Business Oriented Information Systems .....	3
Year 2 .....	4
Marketing Research .....	4
Consumer Behaviour .....	4
Marketing and Digital Communication .....	4
Marketing Effectiveness .....	4
Choose 1 UAE Studies Subject .....	4
Urban Sociology .....	4
Public Health .....	5
UAE and International Relations .....	5
Society and Environment – Resources, Challenges, Futures .....	5
Compulsory Arabic Language Subject or Challenge Test.....	5
Arabic Language .....	5
General Elective Requirement .....	6
Muslim Societies Across the Ages: Tradition, Secularism & Modernity .....	6
Fundamentals of Innovation and Entrepreneurship .....	6
Year 3 .....	6
Marketing Strategy.....	6
Choose Any 3 Marketing Subjects .....	6
International Marketing.....	6
Digital Marketing.....	7
Services Marketing .....	7

Tourism Marketing .....	7
Capstone Subject .....	7
Integrative Business Capstone .....	7
Choose Any 3 Business Subjects as Elective .....	7

## Program Structure

To qualify for the Bachelor of Business (Marketing), 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

### Marketing Research

Marketing research connects consumers and important stakeholders to marketers through information necessary for decision-making. It is fundamental to identification of marketing problems and opportunities. This course teaches creating research designs, methods for collecting information, analysing results, and disseminating findings and their implications. It uses analytical approaches and statistical software to formulate and solve research problems.

### Consumer Behaviour

Marketing attempts to influence the way consumers behave. This course is designed to provide an understanding of consumer behavior. Students will learn the foundations of how consumers behave and the consumer decision-making process. They will learn to use relevant consumer understanding in the formulation of effective marketing strategies and tactics.

### Marketing and Digital Communication

Marketing communications uses a variety of communication techniques and tools. This course teaches students the importance of digital & non-digital tools used in marketing communications. Students learn how to interpret, analyze, and create effective communication. Some of the areas they learn include creating effective online presence, creating websites and great online content, learning emerging digital trends and their impact on marketing communication.

### Marketing Effectiveness

Globally there has been an uprise in companies spending an increasingly significant amount of their budget on marketing initiatives. This course teaches students the understanding of tools and approaches that can be used to measure the value of budget expenditure through the lens of marketing. This course highlights approaches that can be used to measure the effectiveness of the marketing functions 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

### Marketing Strategy

This course aims to enable students to develop analytical skills and problem-solving abilities for the development, implementation and control of marketing strategies. It equips students to be able to create new market segments, deal with competition, and defend market positioning for brands and organizations.

### Choose Any 3 Marketing Subjects

#### International Marketing

The principal aim of the subject is to analyze the global marketing environment and develop appropriate international marketing strategies. The content will include: socio-economic, legal, political, financial and cultural factors affecting international marketing operations; analyzing the profiles of selected regional markets and strategic options for entry and expansion in those markets; international marketing research methods and data analysis techniques; international marketing mix decisions; and contemporary issues in multinational marketing.

## Digital Marketing

This course examines the fundamentals of digital marketing in order to provide a solid foundation on digital marketing strategy, implementation, and execution. It gives students an understanding of key digital channels and platforms necessary for successful marketing. This is a hands-on course that will teach students to use digital tools such as SEO, SEM, blog and podcast creation, social media strategy, mobile marketing, and more.

## Services Marketing

As consumers, we purchase services every day – be they retail banking, supermarket or restaurant purchases, holidays, medical services, transportation, consultants, travel agents and many others. This subject covers conceptual and practical issues unique to the marketing of such services. The course also highlights the global growth of the service sector which has focused attention on its marketing function for organizations.

## Tourism Marketing

Tourism products include physical products (attractions, facilities, transportation and infrastructure) as well as services (including packages, programs and people). This course covers areas unique to marketing tourism such as tourism promotion, hospitality management, and intercultural management in tourism. Students will be able to apply their understanding of theory to real-life examples and case studies as well as gain additional insights of local and international tourism-based organizations.

## 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