

1. University Requirements

1.1 Core Courses

Course Code	Course Title	Credit
GE 101 or *GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3 3
GE 103	English Language Communication 1	3
GE 104	English Language Communication 2	3
GE 105	Introduction to Information Technology (IT)	3
Total Credits For Core Courses		12

1.2 Elective Courses

Students must select at least one course from each group.

Course Code	Course Title	CH
Group A: Skills Development (student must select one course from group A)		
GE 102	Arabic Language Communication 2	3
*GE 116	Basic Arabic Language 2	3
GE 171	College Mathematics	3
Group B: Humanities (student must select one course from group B)		
GE 140	Islamic Civilization	3
GE 141	Islamic Thought	3
GE 142	UAE Society	3
Group C: Social or Behavioural Sciences (student must select one course from group C)		
GE 130	Introduction to Psychology	3
GE 131	Critical Thinking	3
Group D: Natural Sciences (student must select one course from group D)		
GE 170	Natural Resources and Environment	3
HS 100	Biology and Laboratory	3
HS 105	Chemistry I and Laboratory	3
Total Credits For Electives Courses		12

2. College Requirements

2.1 Core Courses

Course Code	Course Title	Credit
BU 100	Business Mathematics	3
BU 101	Business Statistics	3
BU 102	Principles of Management	3
BU 103	Principles of Marketing	3

Course Code	Course Title	Credit
BU 104	Principles of Accounting	3
BU 105	Microeconomics	3
BU 108	Management Information System (MIS)	3
BU 201	Macroeconomics	3
BU 203	Production & Operation Management	3
BU 204	Organizational Behaviour	3
BU 205	Business Ethics	3
BU 301	Business Finance	3
BU 303	Business Law	3
BU 304	International Business Environment	3
BU 305	Business Policies	3
Total Credits for College Core Courses		45

2.2 Elective Courses

Student must select 3 courses from below list:

Course Code	Course Title	CH
Group A	Business Electives	
BU 240	Effective Business Writing	3
BU 306	Consumer Behaviour	3
BU 312	E-Marketing Practices	3
BU 314	Principles of Islamic Economics	3
BU 406	Entrepreneurship and Small Business Management	3
Group B	Free Electives	
XX XXX	Student may choose any 100 and 200 level credit course of their interest	3 to 9
Total Credits for College Elective Courses		9

3. Program Requirements

3.1 E-Management Core Courses

Course Code	Course Title	Credit
BAem 312	Fundamentals of E-Management	3
BAem 313	Fundamentals of Enterprise Resource Planning	3
BAem 324	E-Business Web Technologies	3
BAem 412	E-Commerce	3
BAem 414	Systems Analysis & Process Integrations	3
BAem 416	Management of Data Networks	3
BAem 490	E-Management Project	6
BAem 499	E-Management Internship	9
Total Credits For Core Courses		33

3.2 E-Management Elective Courses

Student must select 3 courses from below list:

Course Code	Course Title	CH
Group A	Any courses from E-Management Concentration Electives:	
BAem 314	Customer Relationship Management	3
BAem 420	Business Intelligence	3
BAem 422	Knowledge Management	3
Group B	Any courses from Retail Management Concentration Electives	
BAr 312	Principles of Retail Management	3
BAr 314	Retail Sales Promotion	3
BAr 316	Retail Logistics	3
BAr 416	Retail Direct Marketing	3
BAr 422	UAE Retail Market	3
Group C	Any courses from Islamic Banking and Finance Concentration Electives	
BAi 313	Introduction to Islamic Banking and Finance	3
BAi314	Islamic Banking Operations	3
BAi 316	Islamic Accounting Standards	3
BAi 414	Islamic Commercial and Investment Banking	3
BAi 420	Islamic Financial Management	3
Group D	Any courses from Event Management Concentration Electives	
BAev 312	Introduction to Event Management	3
BAev 313	Event Production and Design	3
BAev 314	Event Operations and Logistics	3
BAev 410	Event Publicity and Promotion	3
BAev 316	Visual & Digital Fundamentals	3
Total Credits For Elective Courses		9