

SCHOOL OF BUSINESS

Bachelor of Science in Business Administration

Program Description

AURAK's Bachelor of Science in Business Administration offers a broad foundation in various disciplines, including accounting, finance, marketing, human resources, and operations management.

It provides graduates with essential critical thinking, problem-solving, communication, teamwork, and leadership skills. It is ideal for students interested in pursuing a career in business and who want to develop the skills needed to succeed in today's ever-changing business landscape.

Graduates of the Bachelor of Science in Business Administration program have a wide range of career options, including management, marketing, finance, accounting, human resources, and entrepreneurship positions.

BSBA majors may choose to specialize in accounting, finance, human resource management, marketing, business analytics or hospitality and tourism management by taking seven major required courses and three major electives in one of these areas or choose to be a generalist, by taking a combination of courses from all the six specialist areas.

The Bachelor of Science in Business Administration is overseen by the School of Business and is designed to satisfy QF Emirates Level 7 requirements.

Program Mission

The mission of the Business Administration Program is to prepare graduates who are knowledgeable, skilled, globally oriented, and ethical for entrance into business, government, other professions, and/or graduate programs.

Program Educational Objectives

The overall aims of the program are to:

1. Develop a breadth of knowledge across business functions
2. Create an understanding of ethical and social responsibility
3. Demonstrate clarity of written and oral communication using appropriate technology
4. Develop teamwork and leadership skills
5. Enable Professional reflection and self-development
6. Develop critical thinking, analytical and problem-solving skills
7. Develop proficiency in a chosen business discipline

Program Learning Outcomes

On completion of the program graduates will be able to demonstrate

PLO1: (CORE) Breadth of Business Knowledge

Critically expand on the basic principles of economics, accounting, finance, management, information systems, marketing and operations in the context of a global economy.

PLO2: (CORE) Ethical Reasoning

Apply concepts and theories of ethics and social responsibility to practical business dilemmas, recognizing the implications of management decisions for the interests of key internal and external stakeholders.

PLO3: (CORE) Communication Skills

Demonstrate competency in presentation and writing skills using the latest business communication tools.

PLO4: (CORE) Teamwork

Effectively work in teams and take the lead in team initiatives.

PLO5: (CORE) Professional Reflection

Engage in critical self-analysis and professional reflection about potential roles in a business context.

PLO6: (CORE) Critical Thinking and Problem Solving

Evaluate business situations and critique managerial decisions, using financial statements, statistical tools, and other appropriate methods to organize, analyze and present data.

Major Learning Outcomes (MLOs): Disciplinary Proficiency

Achievement of the learning outcomes specified for one of the BSBA majors.

Degree Requirements

The Bachelor of Science in Business Administration (BSBA) program includes forty-eight (48) credits of core courses in business administration covering a broad knowledge of business areas and functions, emphasizing global business environment and practices.

BSBA majors may choose to specialize in accounting, finance, human resource management, marketing, business analytics or hospitality and tourism management by taking 21 credits of major required courses and nine credits of major electives in one of these areas.

Additionally, students must fulfill the General Education requirements with thirty-one credits and complete 9 credits of general business electives and a three-credit general electives to complete the 121-credit program.

The Bachelor of Science in Business Administration degree requires the completion of the following degree requirements:

Program Requirements	BSBA Major in Accounting/ Business Analytics/ Finance/ HRM/ Marketing/ Hospitality & Tourism Management	BSBA – Generalist
	No. of Credits	No. of Credits
University General Education Requirements	31	31
School Requirements	48	48
Major Requirements	21	-
Major Elective Requirements	9	-
Business Electives	9	39
Free Electives	3	3
Total	121	121

University General Education Component Requirements**31 Credits**

The General Education Component requires undergraduate students to take 31-34 credits in designated categories. To review the General Education Component requirements, please refer to the section of the catalog entitled, "General Education Component." ***The fifth writing intensive course for the BS in Business Administration is BUSN 301 Business Communication.***

Note that those seeking the BS of Business Administration are required to take ECON 103 Principles of Economics to satisfy the Social and Behavioral Sciences requirements and STAT 100 Statistics to satisfy the mathematics requirement for the Natural Sciences. For further guidance in selecting courses to satisfy the General Education Component requirements, please consult your academic advisor.

Course Code	Title	Credits
ARAB 101 or ARAB 110	Arabic Language and Culture for Non-Native Learners I OR Arabic Language and Culture for Native Arabic Speakers I	3
ENGL 101	Composition (Writing Intensive)	3
ITEC 103	Fundamentals of Information Technology	3
UNIV 100	University First-Year Transition	1
UNIV 200	Innovation, Entrepreneurship, and Sustainability (Writing Intensive)	3
PHIL 100 or ENGL 200	Critical Thinking and Reasoning (Writing Intensive) OR Advanced Composition (Writing Intensive)	3
MEST 100	Introduction to Islam in World Culture (Writing Intensive)	3
UAES 200	Survey of United Arab Emirates Studies	3
ECON 103	Principles of Microeconomics	3
STAT 100	Introduction to Probability & Statistics	3
Gen Ed Course	Natural Science Course	3

School of Business Core Course Requirements**48 Credits**

Course Code	Title	Prerequisites	Credits
ACCT 204	Principles of Financial Accounting	ECON 103	3
ACCT 205	Principles of Managerial Accounting	ECON 103	3
BUAN 301	Analytics for Decision Making	OPMT 311	3
BUSN 301	Business Communication (A) (Writing Intensive)	ENGL 101	3
BUSN 304	Business Law	Completion of 58 Cr.	3
BUSN 306	International Business (A)	ECON 104	3
BUSN 307	Research Methodology (A)	Completion of 58 Cr.	3
BUSN 312	Public Policy and Business Ethics (A)	ECON 103	3
BUSN 498	Strategic Management (A)	Completion of 90 Cr.	3
ECON 104	Macroeconomic Policy	ECON 103	3
FNAN 300	Principles of Business Finance	ACCT 204	3
MGMT 301	Principles of Management	Sophomore Standing	3
MGMT 401	Organizational Behavior	Completion of 90 Cr.	3
MIST 301	Introduction to Business Information Systems	Sophomore Standing	3
MKTG 301	Principles of Marketing	ECON 103	3
OPMT 311	Methods and Models of Management Sciences	STAT 100	3

MKTG 407	International Marketing (A)	3	MKTG 301
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(A) – Applied Course

BSBA (Major in Business Analytics)

Bachelor of Science in Business Administration, major in Business Analytics, provides students with the skills and knowledge needed to make sense of vast amounts of data and to use that data to inform business decisions.

Students will learn to apply statistical models, data visualization techniques, and machine learning algorithms to identify trends and insights that can improve business performance. It is the ideal program for students who enjoy working with data and are interested in business.

Graduates of the Bachelor's degree in Business Analytics program have a wide range of career opportunities, including positions as data analysts, business intelligence analysts, data scientists, and operations research analysts within industries such as finance, healthcare, technology, and marketing.

Business Analytics Major Program Learning Outcomes (BMLO)

On completion of a BSBA (Major in Business Analytics) students will be able to

BMLO 1: Integrate information technologies with quantitative analysis and data science methods to extract business value from data sets, and to enable data-driven business decisions.

BMLO 2: Identify opportunities, needs and constraints for data analytics within specific organizational contexts.

BMLO 3: Demonstrate proficiency and creativity with the integrated use of analytics tools and techniques to formulate useful data analytics solutions.

BSBA (Major in Business Analytics) Required Courses

21 Credits

Course	Course Title	Credits	Prerequisites
BUAN 311	Business Data Mining (A)	3	BUAN 301
BUAN 312	Visual Analytics (A)	3	BUAN 301
BUAN 390	Internship in Business Analytics (A)	3	Completion of 90 Cr.
BUAN 401	Business Data Engineering (A)	3	MIST 301, BUAN 311
BUAN 411	Business Intelligence & Big Data Analytics	3	MIST 301, BUAN 311
MKTG 351	Marketing Research Techniques and Applications (A)	3	MKTG 301, OPMT 311
BUAN 444	Business Analytics Project Based Internship (A)	3	BUAN 301

(A) – Applied Course

BSBA (Major in Business Analytics) Elective Courses

9 Credits

Course Code	Course Title	Credits	Prerequisites
ACCT 361	Accounting Information Systems (A)	3	ACCT 331
FNAN 303	Financial Analysis, Forecasting, and Valuation (A)	3	ACCT 204
OPMT 405	Supply Chain Management	3	OPMT 311
OPMT 301	Operations Management	3	Sophomore Standing

(A) – Applied Course