

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

BSBA (Major in Human Resource Management) Elective Courses**9 Credits**

Course Code	Course Title	Credits	Prerequisites
MGHR 461	Diversity in organization	3	MGMT 301
MGHR 462	Strategic Human Resource Management (A)	3	MGHR 301
MGHR 463	Negotiations in Organizations (A)	3	MGHR 301
MGHR 464	Training and Development (A)	3	MGMT 301

(A) – Applied Course

BSBA (Major in Marketing)

Bachelor of Science in Business Administration, major in Marketing, provides students with a well-rounded education in business and will develop their skills and knowledge necessary to effectively promote products and services to consumers. In addition, students will have the opportunity to gain practical experience through internships, hands-on projects, and simulations, which will allow them to apply the knowledge and skills learned in the classroom to real-world situations.

Graduates of the bachelor's degree in Marketing program can look forward to various career roles, including marketing managers, digital marketers, brand managers, advertising executives, and public relations specialists.

Marketing Major Program Learning Outcomes (MMLO)

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

MMLO 1: Apply salient marketing techniques to product/service positioning within market segments;

MMLO 2: Evaluate, aggregate, and synthesize knowledge relating to the marketing function from diverse sources for the benefit of the organization; and

MMLO 3: Formulate and craft integrated market plans and marketing strategies for various business domains.

BSBA (Major in Marketing) Required Courses**21 Credits**

Course Code	Course Title	Credits	Prerequisites
MKTG 312	Consumer behavior	3	MKTG 301
MKTG 313	Integrated Marketing Communications (A)	3	MKTG 301
MKTG 351	Marketing Research Techniques & Applications (A)	3	MKTG 301, OPMT 311
MKTG 390	Internship in Marketing (A)	3	90 Cr. Hrs.
MKTG 412	Marketing of Services (A)	3	MKTG 301
MKTG 471	Marketing Strategy	3	90 Cr. Hrs.
MKTG 444	Marketing Project Based Internship (A)	3	MKTG 301

(A) – Applied Course

BSBA (Major in Marketing) Elective Courses**9 Credits**

Course Code	Course Title	Credits	Prerequisites
MKTG 311	Sales Management	3	MKTG 301
MKTG 315	Social media and Digital Marketing (A)	3	MKTG 301
MKTG 316	Luxury Brand Management (A)	3	MKTG 301
MKTG 332	Retailing and E-Commerce (A)	3	MKTG 301
OPMT 405	Supply Chain Management	3	OPMT 311