

BACHELOR OF BUSINESS ADMINISTRATION IN INNOVATION AND ENTREPRENEURSHIP COURSES

i. GENERAL EDUCATION COURSES

<i>Code</i>	<i>Course</i>	<i>Credits</i>	<i>Prerequisite</i>	<i>Course Type</i>
CIS1001	Essentials of IT	3	NONE	CORE COURSE
CIS2102	Emerging Technologies	3	CIS1001	CORE COURSE
ENG1001	English	3	NONE	CORE COURSE
ENG1102	Business Communication (PSDP Integrated)	3	ENG1001	CORE COURSE
GEN1001	Core Life Skills & Happiness(PSDP Integrated)	3	NONE	CORE COURSE
GEN1002	UAE Society	3	NONE	CORE COURSE
GEN1003	Critical Thinking & Problem Solving	3	NONE	CORE COURSE
GEN2004	General Science	3	NONE	CORE COURSE
GEN2005 / GEN2006	Basic Arabic / Advanced Arabic			CORE COURSE
GEN2007	Islamic Culture	3	NONE	CORE COURSE
MAT1001	Business Mathematics	3	NONE	CORE COURSE
MAT1102	Business Statistics	3	MAT1001	CORE COURSE
	TOTAL CREDITS	36		

ii. BUSINESS EDUCATION COURSES

Core Courses

<i>Code</i>	<i>Course</i>	<i>Credits</i>	<i>Prerequisite</i>	<i>Course Type</i>
FIA1001	Principles Of Financial Accounting	3	NONE	CORE COURSE
FIA2102	Principles Of Managerial Accounting	3	FIA1001	CORE COURSE
MAT2103	Quantitative Techniques For Business	3	MAT1102	CORE COURSE
INE3102	Entrepreneurship(P)	3	MGM1001	CORE AND PROTECTED COURSE
BUS4103	Business Research Methods	3	MAT1102	CORE COURSE
BUS4004	Business Ethics	3	NONE	CORE COURSE
BUS4205	Globalization And Emerging Markets	3	ECO2102,FIA 2013	CORE COURSE
ECO2001	Micro Economics	3	NONE	CORE COURSE
ECO2102	Macro Economics	3	ECO2001	CORE COURSE
FIA2103	Principles Of Finance	3	FIA1001	CORE COURSE
CIS4104	Management Information System	3	CIS1001	CORE COURSE

BUS3001	Business Law	3	NONE	CORE COURSE
MKT2201	Principles Of Marketing	3	ECO2001	CORE COURSE
MGM1001	Principles Of Management	3	NONE	CORE COURSE
MGM3103	Operations Management	3	MGM1001	CORE COURSE
	TOTAL CORE COURSES CREDIT	45		

Capstone Courses

<i>Code</i>	<i>Course</i>	<i>Credits</i>	<i>Prerequisite</i>	<i>Course Type</i>
MGM4406	Strategic Management (C,S)	3	SENIOR STATUS, MGM3103 & MKT2201 ,FIA2103 -	CAPSTONE AND SENIOR STATUS COURSE
IND4102/ IND4203	Internship (C,S) Or Project (C,S)	3	SENIOR STATUS/SENIOR STATUS & BUS4103	CAPSTONE AND SENIOR STATUS COURSE
	TOTAL CAPSTONE COURSES CREDIT	6		

Electives – Choose Any Four

<i>Code</i>	<i>Course</i>	<i>Credits</i>	<i>Prerequisite</i>	<i>Course Type</i>
INE3101	Innovation (E,P)	3	GEN1003	ELECTIVE AND PROTECTED COURSE
MGM3102	Organizational Behavior(E)	3	MGM1001	ELECTIVE COURSE
MGM3104	Management Of Human Resources (E)	3	MGM1001	ELECTIVE COURSE
MKT3202	E- Marketing (E)	3	CIS 1001 & MKT 2201	ELECTIVE COURSE
BUS3002	Cross Cultural Communication (E)	3	NONE	ELECTIVE COURSE
MGM3105	E-Customer Relations Management (E)	3	MGM1001	ELECTIVE COURSE
	TOTAL ELECTIVE COURSES CREDIT	12		
	TOTAL CREDITS REQUIRED IN BUSINESS EDUCATION	63		

S – Senior Level, C – Capstone, E – Elective, E, P – Elective & Protected and P – Protected

iii. BBA IN INNOVATION AND ENTREPRENEURSHIP COURSES

Core Courses

Code	Course	Credits	Prerequisite	Course Type
INE3010	Design Thinking	3	None	Core Courses
INE3111	Family Business Management	3	MGM1001	Core Courses
INE3112	New Product Development	3	MKT2201	Core Courses
INE4113	Management of Small and Medium Enterprises	3	MGM1001	Core Courses
INE4114	International Entrepreneurship	3	INE3102	Core Courses
	Total Credits	15		

Capstone Courses

Code	Course	Credits	Prerequisite	Course Type
INE4216	Entrepreneurial Project (C,S)	3	INE3102 & Senior Status	Capstone course

Electives – Choose Any One

Code	Course	Credits	Prerequisite	Course Type
INE4115	Entrepreneurial Leadership(E,P)	3	INE3102	Elective
INE4117	Brand Management(E)	3	MKT2102	Elective
INE4118	Social Entrepreneurship(E)	3	INE3102	Elective
ELECTIVE CREDITS		3		
TOTAL CREDITS REQUIRED IN BBA IN INNOVATION AND ENTREPRENEURSHIP		21		

S – Senior Level, C – Capstone, E – Elective,
E, P – Elective & Protected and P – Protected