

# Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
General Education Requirements: 33 Credit Hours					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	STT 100	General Statistics		
College Requirements: 45 Credit Hours					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
Program Requirements: 18 Credit Hours					
FIN 301	Managerial Finance	HRM 313	Human Resources Management	MKT 301	Consumer Behavior
MGT 411	Project Management	INE344	Innovation within Entrepreneurial Ventures	MGT399 I/P *	MGT399-I/P
Business Electives: 18 Credit hours					
BUS ELECT 1 A-B	<b>Choose two 300/400 level course from the following electives in Accounting (ACC) or Finance (FIN):</b> FIN 303 Insurance and Risk Management FIN 302 Financial Statement Analysis FIN 499 Special Topics in Fintech ACC302 Intermediate Accounting				
BUS ELECT 2 A-B	<b>Choose two 300/400 level course from the following electives in Human Resources Management (HRM):</b> MGT422 Management and Leadership Development MGT 321 Change Management HRM 462 Managing Safety, Health and Well-being				
BUS ELECT 3 A-B	<b>Choose two 300/400 level course from the following electives in Digital Marketing Communications (MKT):</b> MKT 307 Services Marketing MKT 308 Social Media Marketing MKT305 Marketing Research				
Two Open Electives: 6 Credit Hours					
OE 1	Open Elective I	OE 2	Open Elective II		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



## BACHELOR OF BUSINESS ADMINISTRATION

## Program Overview

The BBA program provides students with the essential knowledge and skills needed to effectively and efficiently manage businesses, public, and not-for-profit organizations both locally and internationally.

## BBA graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment.
- Apply analytical and critical thinking to specialized business problems.
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.



## Student's Testimonial

**Sara Kittaneh** - Associate Auditor

I consider ADU as one of the greatest stations in my journey. It helped me to invest my time and energy through my studying years in various extracurricular activities such as: research, competitions, sports, and volunteering activities. I used to spend and enjoy my time at campus using the facilities available. I am very grateful for the professors who were mentors and supported me with their knowledge to identify my goals in the career path and reach them. As a business graduate I am very pleased that my BBA degree is accredited by AACSB and EQUIS which only 1% of business schools worldwide have this double accreditation.



## Career Prospects

The BBA degree offers many career paths for BBA graduates include: Account Executive, Purchasing Agent, Administrative Analyst, Claims Representative, Insurance Underwriter; Management Consulting, Materials Management, Business Analyst, Account Manager, Administration Consultant, Project Manager, Contract Administrator, Production/Operations, Production Planner, Public Administration, Health Administrator, and Bank Officer.

Various types of organizations demand these types of professions. These include: banks, hospitals, insurance companies, manufacturing firms, retail firms, import-export companies, management consulting firms, utility companies, and public and government organizations.

## Faculty Profile

**Dr. Mohamad Nasaj** - Assistant Professor of Management

Dr. Mohamed Nasaj is a passionate educator, experienced consultant, and a holder of the UK Senior Fellowship in Higher Education. He currently serves as the Coordinator of the BBA program at Abu Dhabi University. With over 20 years of leadership experience across the UAE and the wider region, he brings real-world business insights directly into the classroom. Known for his engaging and practical teaching style, Dr. Nasaj empowers students to think critically, lead confidently, and thrive in today's competitive global market. His international exposure and award-winning research in innovation, artificial intelligence in business, and quality management ensure that BBA students benefit from both academic excellence and applied learning experiences that truly set them apart.

