

COLLEGE OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN MANAGEMENT



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

Career Prospects

Business management jobs occur in a variety of organizations: manufacturers, hospitals, hotels, government, and so forth. Career options for graduates are: Management Consultant, Operations Manager, Production Manager, Project Manager, Management Analyst, Retail Store Manager, Sales Manager, and Hospitality Manager.

BBA with Concentration in Management 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.
- Evaluate the business functional areas of organizations.
- Perform managerial tasks in local and international organizations.
- Analyze the impact of individual and group behaviors, leadership, and ethical issues on organizational performance.

Faculty Profile



Dr. Syed Zamberi (DBA Program Director)

Dr. Syed Zamberi holds a Ph.D. from the Hull University Business School (HUBS), United Kingdom. His research interests include firm evolution and growth strategies including alliance, market entry and internationalization strategies of SMEs and multinational firms. His research interests also focus on the areas of entrepreneurial management, entrepreneurship education and small business strategies. He is currently an Associate Professor of International Business and Entrepreneurship Management at College of business, Abu Dhabi University.

Student Testimonial:



Mohammed Al Shamsi
Administrative officer - Armed Forces - Abu Dhabi

I'm very happy to have earned a Bachelor degree from Abu Dhabi University, and I feel very positively confident about my progression in Abu Dhabi University. I thank His Highness Sheikh Hamdan Bin Zayed Al Nahyan for his interest in ADU. For me, Abu Dhabi University is my second home.

Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
University Requirements: 39 Credit Hours			
ARL 100 (A)	Communication Skills in Arabic I	FWS310	Fundamentals of Innovation and Entrepreneurship
ENG 200	English II	ISL 100 (A)	Islamic Culture
FWS100	Academic Skills for Success	ITD 100	Introduction to Information and Digital Technology
FWS201	Fundamentals of Life Skills	MTG100	Math for Life
FWS205	UAE and GCC Society	SIS 201	Introduction to Sustainability in Science
FWS211	Fundamentals of Emotional Intelligence	STT 100	General Statistics
FWS305	Technical Communications for Workplace		
College Requirements: 45 Credit Hours			
ACC 200	Principles of Financial Accounting	FIN 200	Principles of Finance
ACC 201	Principles of Managerial Accounting	MGT 255	Management and Organizational Behavior
BUS 102	Introduction to Business	MGT 308	Operations Management
BUS 204	Business Research Methods	MGT 402	International Business Management
BUS 301	Business Law	MGT 406	Strategic Management
BUS 306	Applied Management Science	MIS 200	Introduction to Management Information Systems
ECO 201	Principles of Microeconomics	MKT 200	Principles of Marketing
ECO 202	Principles of Macroeconomics		
Concentration Requirements: 18 Credit Hours			
HRM 313	Human Resources Management	MGT 399	Internship / Project in Management
MGT 314	Entrepreneurship Management	MGT 411	Project Management
MGT 321	Change Management	MGT 422	Management and Leadership Development
Concentration Electives: 6 Credit hours (Select any two courses)			
MGT 401	Organization Theory and Design	MGT 499	Special Topics in Management
INE 352	Managing Family Business	INE 342	Social Entrepreneurship
HRM424	Contemporary Issues in HRM	MGT 488	Internship II in Management
Open Electives: 12 Credit Hours			
OE1	Open Elective I	OE3	Open Elective III
OE2	Open Elective II	OE4	Open Elective IV