JUMEIRA UNIVERSITY   جـــامعة جـــــميرا

BACHELOR OF BUSINESS ADMINISTRATION(BBA)

Business Analytics

February 2025

Program Structure

University Requirements (24 Credit Hours)

Core Courses (18 Credit Hours)

Course Code	Course Title	CH	Requisites
GE 101 or *GE 115	Arabic Language Communication1or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	Score 5 in IELTS or equivalent
GE 104	English Language Communication 2	3	Score 5 in IELTS or equivalent
GE 125	Fundamentals of Entrepreneurship & Innovation	3	Score 5 in IELTS or equivalent
GE 142 / GE144	UAE Society / مجتمع الإمارات	3	Score 5 in IELTS or equivalent / None
GE 147 / GE141	Islamic Thought /الثقافة الإسلامية	3	Score 5 in IELTS or equivalent / None
	Total	**18**	**Credit Hours**

Elective Courses (6 Credit Hours)

University Requirements - Elective Courses

Course Code	Course Title	CH	Requisites
GE 102 or *GE116	Arabic Language Communication 2 or Basic Arabic Language 2	3	None
GE 114	Principles of Research Skills	3	Score 5 in IELTS or equivalent
GE 123 / GE 107	Personal Management / الإدارة الذاتية	3	Score 5 in IELTS or equivalent / None
GE 131	Critical Thinking	3	Score 5 in IELTS or equivalent
GE 145 / GE 140	Islamic Civilization / الحضارة الإسلامية	3	Score 5 in IELTS or equivalent / None
GE 148	UAE Economy and Labour Market	3	Score 5 in IELTS or equivalent
	Total	**6**	**Credit Hours**

College Requirements (48 Credit Hours)

Core Courses (45 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 102	Principles of Management	3	12 Credits and score of 5.0 in IELTS or equivalent
MR 103	Principles of Marketing	3	12 Credits and score of 5.0 in IELTS or equivalent
AC 104	Principles of Accounting	3	MA 110 and score of 5.0 in IELTS or equivalent
IT 108	Management Information System (MIS)	3	Score of 5.0 in IELTS or equivalent
MA 110	Probability and Statistics	3	Score of 5.0 in IELTS or equivalent
EC 201	Macroeconomics	3	MA 110 and score of 5.0 in IELTS or equivalent
BU 202	Introduction to Leadership	3	BU 102
BU 203	Production & Operation Management	3	BU 102
BU 204	Organizational Behavior	3	BU 102
BU 205	Business Ethics	3	BU 102
EC 210	Microeconomics	3	MA 110
FN 301	Financial Management	3	AC 104
BU 303	Business Law	3	MA 110, BU 102, BU 203
BU 304	International Business Environment	3	MA 110, BU 102, BU 203
BU 305	Corporate Communication	3	BU 102, MR 103

College Elective Courses (3 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 240	Effective Business Writing	3	GE 104
IT 300	Introduction to Artificial Intelligence	3	IT 108, MA 110
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	BU 103
	Total	**3**	**Credit Hours**

Program Requirements (33 Credit Hours)

Core Courses (24 Credit Hours)

Course Code	Course Title	CH	Requisites
HR 300	Human Resource Management	3	BU 102
BU 316	Customer Relationship Management	3	MR 103
BU 403	Business Research Methodology	3	GE 114
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	IT 108 and 45 Credits
BU 406	Business Strategy	3	MA 110, BU 102, BU 203
BU 490	BA Project	3	BU 403
BU 499	BA Internship	3	90 Credits
	Total	**24**	**Credit Hours**

Program Elective Courses (9 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110 Probability and Statistics and 45 credit hours
BU 318	Principles of Retail Management	3	BU 102, MR 103, 45 Credits
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103, 45 Credits
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	BU 102, BU 205, FN 301
BU 321	Quality Management	3	BU 102 and 45 Credits
BU 422	Knowledge Management	3	IT 108 and 45 Credits
HR 414	Reward for Performance and Contribution	3	
AC 407	Audit and Assurance	3	AC 111 and BU 205
MR 327	Advertising and Promotion	3	MR 103, MR 302 (new course)
AC 322	Cost Management	3	AC 111
	Total	**9**	**Credit Hours**

Concentration Courses (18 Credit Hours)

Course Category – Business Analytics Core Courses = 15 CREDITS

Course Code	Course Title	CH	Requisites
BA 211	Advanced Statistics	3	MA 110
BA 212	Data Management	3	IT 108
BA 416	Data Visualisation	3	MA 110, IT 108
BA 418	Marketing Analytics	3	MR 103, MA 110
BA 419	Big Data Analytics	3	IT 404
	Total	**15**	**Credit Hours**