

Year	Term	Count	Category	Type	Code	Name	Prereq	Note
Year 1	1st Semester	1	Compulsory for All Students	BBA - Core	ACT 191	Principles of Accounting I		
		2	Compulsory for All Students	GED	CIT 100	Computer Concepts and Applications		
		3	Compulsory for All Students	GED	ENG 103	English I		
		4	Compulsory for All Students	GED	MTH 100	College Algebra		
		5	Compulsory for All Students	GED	GED 101	Islamic Culture		Possible drop to reduce course load
	2nd Semester	1	Compulsory for All Students	BBA - Core	ECO 251	Principles of Microeconomics		
		2	Compulsory for All Students	BBA - Core	MGT 271	Principles of Management		
		3	Compulsory for All Students	GED	IES 111	Innovation, Entrepreneurship and Sustainability		
		4	Compulsory for All Students	GED	ENG 104	English II	ENG 103	
		5	Compulsory for All Students	GED	GED 130/140/150/ 160/180/162	GED Elective		Possible drop to reduce course load
MUST be taken before year 2: (i) MGT 271, (ii) ECO 251, (iii) ACT 191, (iv) CIT 100, (v) IES 111, (vi) MTH 100, (vii) ENG 103, (viii) ENG 104								
Year 2	3rd Semester	1	Compulsory for All BBA Students	BBA - Core	MKT 290	Principles of Marketing	MGT 271	Can be taken in 1st or 2nd Semester as 'fast track'
		2	Compulsory for All BBA Students	BBA - Core	ACT 292	Principles of Accounting II	ACT 191	
		3	Compulsory for All Students	BBA - Core	CIT 200	Introduction to Information Systems	CIT 100	
		4	Compulsory for All BBA Students	BBA - Core	MTH 120	Business Calculus	MTH 100	
		5	Compulsory for All BBA Students	GED	IES 112	Introduction to Information Systems		Possible drop to reduce course load
	4th Semester	1	Compulsory for All BBA Students	BBA - Core	LAW 231	Legal and Ethical Environment of Business		Can be taken in 1st or 2nd Semester as 'fast track'
		2	Compulsory for All BBA Students	BBA - Core	ECO 252	Principles of Macroeconomics	ECO 251	
		3	Compulsory for All BBA Students	BBA - Core	QM 241	Business Statistics I	MTH 100	
		4	Compulsory for All BBA Students	GED	GED 112	Contemporary Emirati Studies		Possible drop to reduce course load
		5	Compulsory for All BBA Students	BBA - Core		Free Elective (1 out of 2)		Possible drop to reduce course load
MUST be taken before year 3: (i) GED150/160/180/162, (ii) GED130/140, (iii) GED 130/140, (iii) QM 241, (iv) IES 112, (v) ACT 292, (vi) CIT 200, (vii) MKT 290								
Year 3	5th Semester	1	Compulsory for All BBA Students	BBA - Core	FIN 331	Managerial Finance	ACT 292	
		2	Compulsory for All BBA Students	BBA - Core	ENG 202	Business Communication	ENG 102	
		3	Compulsory for All BBA Students	BBA - Core	QM 341	Business Statistics II	QM 241	
		4	Compulsory for All BBA Students	BBA - Core	OBV 290	Organizational Behavior	MGT 271	
		5	Compulsory for All BBA Students	BBA - Core		Free Elective (2 out of 2)		Must be taken 5th (min.) or 6th (max.) Semester
	6th Semester	1	Compulsory for All BBA Students	BBA - Core	BUS 360	Business Analytics	CIT 100, QM 241	
		2	Compulsory for All DM Students	DM - Core	MKT 291	Marketing Management	MKT 290	
		3	Compulsory for All DM Students	DM - Core	MKT 292	Retailing and E-Commerce	CIT 200, MKT 290	
		4	Compulsory for All DM Students	DM - Core	MKT 293	Consumer Behavior in the Int'l Environment	MKT 290	
		5	Elective for DM Students	DM - Elective		DM Elective I (MKT 360/ MKT 370/ MKT 410/ MKT 415/MKT 420)	MKT 290	

Year 4	7th Semester	1	Compulsory for All BBA Students	BBA - Core	BUS 380	Business Research Methods	QM 241	Can be taken only in 7th (min.) or 8th Semester
		2	Compulsory for All BBA Students	BBA - Core	BUS 390	Internship	90 CHs, ≥2.0 GPA	
		3	Compulsory for All DM Students	DM - Core	MKT 405	Digital Media Marketing	MKT 290	
		4	Compulsory for All DM Students	DM - Core	MKT 406	Strategic Brand Management	MKT 290	
		5	Elective for DM Students	DM - Elective		DM Elective II (MKT 360/ MKT 370/ MKT 410/ MKT 415/MKT 420)	MKT 290	
	Courses that MUST be taken before 8th semester: (i) BUS 380							
	8th Semester	1	Compulsory for All BBA Students	BBA - Core	MGT 476	Strategic Management (Capstone)	Senior Standing	
		2	Compulsory for All DM Students	DM - Core	MKT 304	Marketing Data Analytics	BUS 380, CIT 200, MKT 290	
		3	Compulsory for All DM Students	DM - Core	MKT 305	Entrepreneurial Marketing	MKT 290	
		4	Compulsory for All DM Students	DM - Core	MKT 404	Supply Chain & Logistics Mgmt. in E-Business	MKT 290	
		5	Compulsory for All DM Students	DM - Core	MKT 308	Public Relations in the Digital Age	MKT 290	

4 Only 2 out of 3 electives must be taken, third is optional.