

جامعة الفجيرة
FUJAIRAH UNIVERSITY



College of Business Administration

BACHELOR OF BUSINESS ADMINISTRATION PROGRAM SPECIFICATIONS

COURSE DESCRIPTION

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1. PROGRAM CORE COURSES:

1.1. BBA-1120 Principles of Financial Accounting:

Course Description: This course introduces learners to the principles and techniques of financial accounting. The course covers the process of classifying, summarizing, analyzing, recording, presenting and interpreting financial accounting data. Learners will engage in varied learning activities including interactive lectures, classroom-based problem solving, and collaborative and individual learning. Upon completion of this course, students will develop financial accounting skills in addition to a critical appreciation of the role of accounting in business and society.

1.2. BBA-1130 Principles of Management:

Course Description: This course introduces the student to the management process. It undertakes an integrated approach to management by examining the role of the manager from a traditional and contemporary perspective while applying decision-making and critical-thinking skills to the challenges facing managers in today's globally diverse environment. The course utilizes Problem Based Learning (PBL), application-based simulation activities and students' discussion participation approach in examining the techniques for planning, organizing resources, controlling, and leading the workforce.

1.3. BBA-1210 Business Statistics:

Course Description: This course provides a comprehensive introduction to business statistics, equipping students with essential statistical tools and techniques to analyze and interpret data for informed decision-making. Students will explore key concepts such as descriptive, inferential, and business statistics, learning to distinguish between them and summarize data using

frequency tables, graphs, and measures of central tendency and dispersion. The course delves into probability principles, enabling students to calculate population and sample statistics and construct confidence intervals. Through hands-on application, students will master hypothesis testing, including the use of T statistics, p-values, and error probability calculations. They will also gain proficiency in correlation and regression analysis, essential for understanding relationships between variables. By the end of the course, students will be aware of applying the statistical methods effectively in business settings, enabling them to make data-driven decisions that support sustainable business practices.

1.4. BBA-1240 Principles of Marketing:

Course Description: The course is an introduction to marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. Other topics, which will be incorporated into the course are, external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

1.5. BBA-1250 Principles of Managerial Accounting:

Course Description: This course facilitates learning of the key concepts and techniques of management accounting and their application in business decision-making. The course covers topics such as cost classification, cost-volume-profit analysis, activity-based costing and master budgeting. Besides lectures, students will learn through case studies, problem solving and class-based discussions that encourage reflection and critical inquiry. The course equips students to compute costs and make business decisions using a diverse range of management accounting models.

1.6. BBA-1270 Microeconomics:

Course Description: This course is designed to introduce basic economic concepts related to individual decision makers in the economy-households, business firms, and governments-and how they interact. Meaning, Nature, and methods of economic study are introduced. Supply, Demand, and elasticity are used to analyze consumer and firm behaviors in different types of markets. Rationale for various public policies designed to modify the workings of markets will be examined.

1.7. BBA-1280 Business Communication:

Course Description: The primary objective of this course is to empower students with proficient skills in business communication. It offers comprehensive training in composing business letters, memos, reports, resumes, and job applications. Beyond enhancing written communication abilities, the course also imparts verbal communication skills, encompassing speeches, interviews, and other forms of one-on-one communication. Throughout the teaching process, the central emphasis is on cultivating the art of effective communication among the students.

1.8. BBA-2310 Organizational Behavior:

Course Description: This course is designed to explore the dynamics of human behavior within organizational settings. The course examines how individuals, groups, and organizational structures interact to influence workplace performance, culture, and success. By integrating theories from psychology, sociology, and management, students will develop a comprehensive understanding of key concepts such as motivation, leadership, team dynamics, organizational culture, and change management. Through case studies, group projects, and analytical exercises, students will apply these concepts to real-world business scenarios, fostering critical thinking and

problem-solving skills essential for effective management and leadership in diverse, global workplaces.

1.9. BBA-2320 Business Mathematics:

Course Description: This course is designed for the students aiming to acquire knowledge of mathematics concepts, principles and models especially focused with the business functionality and decision making. Course prepares Students to get acquainted with the concepts of simple and compound interest and their impact on the overall costing. It exposes Students to the concept of the present and future value of money along with the calculation of the net present value. Course inculcates amongst the students the logic and thought process about the future returns of the investment based on future value as one of the crucial criteria for acceptance or rejection of any cash outflow avenue for long run. Students will be able to acquire the knowledge of use of mathematics in day-to-day business operations as well as strategic long-term business decisions including depreciation calculation, buying and selling mark up and mark down costs, business and consumer loans and so on. Course will provide the inputs about the role of mathematics in business taxation and insurance calculations and inter-relationship between the two. Course fosters a dynamic environment for the students. Students will engage in varied learning activities including situation analysis, numerical exercises, collaborative as well as individual problem-based learning. Upon completion of this course, Students will develop the critical thinking and analytical skills in terms of use of mathematics and equations in managerial decision making for revenues and expenses.

1.10. BBA-2330 Business Law:

Course Description: In the present business environment, the link between law and business is growing day by day to prevent and protect stakeholders' business interest, regulate and execute terms of contracts so that business operations can be conducted smoothly with/without minimum legal glitches. Business Law is a course designed to provide students with knowledge about the legal environment of business and online commerce, the global environment and

different kinds of contracts (e.g., sales contract, lease contract). This course explores business environment, torts, intellectual property, cyber piracy, contracts as well as e-commerce. In addition, students will learn agency, employment, and labor law. Through a series of classroom learning engagements, students will be able to discuss, analyze, and evaluate the legal environment, and contracts. Students will also be able to examine breach of contract, its remedies, digital law, and ecommerce.

1.11. BBA-2340 Fundamentals of Finance:

Course Description: This course introduces students to the core principles of finance, focusing on the role of financial markets, institutions, and decision-making processes that impact the economy. Students will explore financial statements, cash flow management, and the key financial concepts of time value of money, risk and return, and capital structure. The course also delves into ethical decision-making, corporate governance, and the impact of financial policies in the context of economic stability. Through a combination of lectures, case studies, real-world applications, and problem-solving exercises, students will develop the skills necessary to analyse financial performance, assess market structures, and make informed decisions in financial management. Special attention is given to the UAE financial system, allowing students to contextualize global financial theories within local economic frameworks.

1.12. BBA-2350 Management Information Systems:

Course Description: This course provides students with a comprehensive understanding of how information systems support business operations, decision-making, strategic advantage, and innovation in a globalized economy. Topics include global e-business, enterprise applications, database management, e-commerce, information security, and emerging technologies such as artificial intelligence and data analytics. Emphasis is placed on integrating information systems with organizational strategy, managing ethical and social issues, and evaluating the effectiveness of systems for operational excellence. Students will develop the ability to use business

intelligence tools, assess IT infrastructure, and manage systems implementation and projects in diverse, cross-functional environments.

1.13. BBA-2360 AI Strategy and Management:

Course Description: This course examines how organizations can strategically utilize Artificial Intelligence (AI) to achieve a sustainable competitive advantage. Students will explore the impact of AI on business models, processes, decision-making, ethics, risk management, and sustainability. The course combines theory and real-world case studies to help students design, implement, and evaluate AI-driven strategies aligned with organizational goals in dynamic, global contexts.

1.14. BBA-2410 Operations Management:

Course Description: This course introduces undergraduate students to the fundamental principles, strategies, and decision-making tools used in managing operations across various industries. Topics include operations productivity, global operations strategy, forecasting, quality management, supply chain logistics, inventory control, and facility layout. Students will also explore advanced decision-making techniques such as simulation, waiting-line models, and the application of analytics and big data in operations. Emphasis is placed on both strategic and tactical aspects of operations, with practical application in real-world business contexts. The course fosters analytical thinking, problem-solving, and ethical decision-making to optimize productivity and competitiveness in dynamic global markets.

1.15. BBA-2420 Organizational Theory:

Course Description: This course is designed for the students aiming to acquire knowledge of the evolution of organizational theory and the contribution of different schools of thoughts to classical and contemporary theoretical perspectives. The course prepares students to explore different forms of organizations along with inter- and intra- organizational relationships, organizational structures, internal and external environments, etc. furthermore, the course

provides students with an opportunity to learn the challenges facing businesses, including social implications of bureaucracy, power and politics, adaptive capacity, technology and emerging design options. Students will acquire knowledge of the decision-making process of the organizations. Additionally, the course provides an outline of the crucial role of innovation and change in the creation, development and sustainability of organizations. Students will be engaged in varied learning activities including interactive lectures, collaborative and individual case studies, simulations, group discussions, question and answer sessions, and online activities/exercises.

1.16. BBA-2430 Quantitative Analysis for Business:

Course Description: This course aims to review and learn basic quantitative methods used in business decision-making. The primary focus of the course will be on decision-making under both uncertainty and certainty, including linear programming. Some of the specific topics to be covered include problem formulation, graphical solutions, and various forms of linear programming, such as transportation and assignment models, queuing theory, decision analysis, inventory systems, and forecasting.

1.17. BBA-2440 Macroeconomics:

Course Description: This course is designed to introduce basic economic concepts related to aggregate economic relationships such as output and income, national income accounting, aggregate supply and aggregate demand, unemployment, inflation, economic growth and development, money and banking and international economy. This course emphasizes the main components of aggregate expenditure and determination of equilibrium level of income. It also extends your understanding of the ability of a government to influence economic performance.

1.18. BBA-2450 Business Ethics:

Course Description: This course is designed for students aiming to acquire a foundational knowledge of theoretical and practical insights in business ethics. It prepares Students to explore

Course prepares the students to explore the emergence and journey of the concept of business ethics since for last more than 100 years. It exposes students to the role of business ethics in the organizational performance measures on the benchmarking of efficiency and effectiveness. The course makes Students aware of the crucial importance of the ethics in the image building of the organizations. It also inculcates amongst the students the application of business ethics across the categories of Stakeholders and their varied impact on the business in general and decision making in particular. It equips the students with the knowledge of conceptual understanding of the sustainability and corporate social responsibility, their inter-relation and combined impact on the business ethics. Course also connects the students with the process of institutionalization of the business ethics and the role of culture in business ethics implementation for the organization. It captures the issues in the implementation of the ethical norms and procedures in the business. Students will engage in varied learning activities including interactive lectures, collaborative and individual case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Students will examine the ethical problems involved in real-life business situations. Upon the completion of this course, Students will develop critical thinking and analytical skills in terms of assessing the organizational performance on ethical benchmarking and use of business ethics practices by the organizations.

1.19.

BBA-2460 Business and Sustainability:

Course Description: This course explores the principles and practices of sustainability reporting, corporate governance, and strategic decision-making in today's global business environment. Students will learn to apply leading frameworks such as GRI, ISSB, and SASB to assess disclosures, evaluate sustainability risks and capitals, and examine the roles of boards and management in driving accountability and ethical performance. Through case studies, interactive discussions, and applied projects, students will develop the skills to formulate recommendations and design integrated sustainability strategies that address emerging trends, global collaboration, and long-term value creation. The course prepares graduates to lead responsibly and embed sustainability into core business practices.

1.20. BBA 4710 Strategic Management:

Course Description: This course is designed to provide an understanding of critical business skills of strategic planning and decision-making and it gives students an opportunity to apply these skills to real business situations in the UAE/GCC environments. Strategic management is a capstone course for undergraduates majoring in management since it provides the learners with an understanding of the role and responsibilities of top managers in the organization. Moreover, it enables students to integrate knowledge, skills, and concepts acquired in most of the business courses with the managerial decision-making responsibilities of managers. The focuses on all aspects of strategic management process, including decision-making, company mission, vision, objectives, strategy analysis, formulation, implementation, and assessment. The course aims at helping students to develop a thorough understanding of policy formulation and evaluation with special attention to capabilities and competencies of firms in the UAE/GCC business environments. The course also addresses issues relating to resource analysis and allocation techniques, and management of strategic change.

1.21. BBA 4720 Business Research Methods:

Course Description: This course introduces research methods in the social sciences, with a focus on business administration. It equips the students with essential research techniques. Use research techniques in marketing research, feasibility studies, project planning and graduation project. It covers a range of topics, including in particular, research design, sampling theory, data collection tools, questionnaire development and program evaluation methodology. It also covers data analysis methods involving both exploratory and hypotheses testing techniques.

1.22. BBA-4730 Work Placement:

Course Description: The purpose of this course is to assist students in gaining practical experience in their field of study. It is a special learning program rather than a “regular” full- or part-time employment position. The workplace training experience enables students to apply theoretical knowledge acquired during their academic studies in a real-world professional setting. Through active participation in organizational tasks, students develop essential soft and technical skills, gain exposure to industry practices, and enhance their readiness for post-graduation employment. The course also encourages reflection on professional behavior, communication, and ethical practices, thereby supporting students' personal and career development in alignment with the learning outcomes of the Bachelor of Business Administration (BBA) program.

1.23. BBA-4830 Capstone Project:

Course Description: This course is delivered through one-on-one academic supervision, self-directed research, and regular progress consultations. Students are guided by their assigned academic advisor to formulate research questions, conduct literature reviews, design appropriate methodologies, collect and analyze data, and draw meaningful conclusions. Emphasis is placed on critical thinking, academic writing, and independent problem-solving. The course may also include workshops or seminars focused on research skills, citation techniques, and data analysis tools, ensuring students are equipped to complete a high-quality dissertation that reflects practical and theoretical knowledge in management.

1.24. BBA-3621 Human Resource Management:

Course Description: The course provides students with recent developments and comprehensive theories in Human Resource Management (HRM). The course aims at developing students'

knowledge and skills in the functional areas of the human resource management profession, particularly recruitment, staffing, training & development, performance management, compensation, health & safety, and employee & labor relations. The course further highlights contemporary HRM as a body of knowledge and practice. Additionally, students will examine current international practices to advance creative skills and intellectual independence ensuring the demonstration of Global HRM awareness and competency in the practice of HRM.

1.25. BBA-3641 Project Management:

Course Description: The objective of this course is to introduce students to the main principles, standards and methodologies of Project Management. The course will explore past and present topics in Project Management that have had a significant impact in the management of project operations. Projects tend to be major undertaking that should be completed within a specific time period. As such, they require a unique approach to their management, which is different to continuous operations found in standard manufacturing or service industries. Participating students will be exposed to different tools used in the analysis, evaluation and implementation of projects. Topics that will be covered during the course may include (but not restricted to) the following: Introduction to Project Management; Project Life Cycle; Project Selection and Portfolio Management; Project Planning, Scope Management; Project Scheduling; Project Leadership; Risk Management; Project Evaluation and Control, Project Closeout and Termination. The course is designed to provide students with basic knowledge related to planning, implementation, and monitoring requirements for projects from initiation to closure. In today's competitive markets, the effective management of projects is seen to be critical to project-based firms.

1.26. BBA-4741 Total Quality Management:

Course Description: This course provides undergraduate students with a comprehensive understanding of Total Quality Management (TQM) principles, tools, and techniques essential for achieving excellence in organizational performance. It covers key quality management theories

and concepts from multiple perspectives, international quality standards, and global supply chain considerations. Students will explore topics such as strategic quality planning, customer and market focus, product and service design, and supplier quality management. The course also includes hands-on exposure to quality tools, statistical process control, Lean, and Six Sigma methodologies. Emphasis is placed on developing the capability to lead quality improvement projects, build cross-functional teams, and ensure sustainable quality systems in diverse and dynamic business environments.

1.27. BBA-3552 Financial Reporting:

Course Description: This course facilitates a mastery of financial reporting for larger business enterprises. The course distinguishes financial reporting for different legal forms, namely, sole proprietorships, partnerships and corporations. The course focusses on preparation of financial statements and especially the components of the balance sheet item such as plant assets, intangible assets, natural resources, short- and long-term investments, current and long-term liabilities and stock holder's equity. The course also introduces the statement of cash flows and how to prepare it as well as the basics of financial statement analysis which are helpful in assessing company's profitability and financial position. Students would learn through direct instruction, practical class exercises and homework and collaborative and individual undertakings. It is expected that students would prepare and analyze financial reports for different entities and demonstrate a firm understanding of the principles that inform this reporting.

1.28. BBA-3503 Business Analytics:

Course Description: The course provides an in-depth exploration of the basics of theoretical and practical insights into the concept, meaning, scope, applicability, and tools of Business Analytics. Students will get acquainted with the functional analytics of the business while categorizing the functionality in terms of crucial importance and need. It enables Students to understand the components of Marketing Analytics, Finance Analytics, Operations Analytics, with descriptive and diagnostics approaches. It equips the students with the skillset to take and analyze the business

decision in terms of testing the same with the help of statistical methods, data processing techniques and computational tools. It exposes Students to the role of business and financial technologist. The course makes Students aware of the crucial importance of going in depth and width of the business decisions and performance to find out the gaps, if any. It also inculcates amongst the students the mindset to critically evaluate, validate and implement the business decision. It connects the students to entire process of business analytics right from the understanding of the business issue / problem, data sources, scrutinizing the data and map the same with the business model and implement the process. Students will engage in varied learning activities including interactive lectures, collaborative and individual class exercises, situation analysis, case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop ability to critically evaluate and interpret informed business decisions.

1.29.

BBA-3514 Supply Chain Management:

Course Description: This course explores the design, planning, and operation of modern supply chains. Students will learn how to manage supply chain drivers, design distribution and global networks, forecast demand, coordinate supply and demand, manage inventory, transportation, sourcing, pricing, and sustainability. Using real-world examples, analytics, and case studies, students gain the knowledge and skills to integrate supply chain strategy with business goals in both local and global contexts.

2. Section 2: Concentration Core Courses-Management

2.1. BBA-3521 Knowledge Management:

Course Description: This course explores the fundamental concepts, tools, and technologies of Knowledge Management (KM) and their application in contemporary business environments. Students will examine the nature of knowledge, knowledge types, and the infrastructures that support KM. The course delves into knowledge processes such as capturing, sharing, discovering, and applying knowledge through advanced KM systems. Emphasis is placed on the role of leadership, culture, AI, cloud computing, and emerging technologies in enabling KM practices.

Students will analyze the impact of KM on organizational performance and innovation, particularly during global disruptions and crises. Through case studies and hands-on activities, learners will develop the ability to design strategic KM solutions in diverse and dynamic business contexts.

2.2. BBA-3531 Digital Management:

Course Description: Digitalization is one of the most significant developments of our time, fundamentally reshaping the economy, society, and the way businesses operate. This course explores the profound impact of digital transformation on organizations, leadership, and business models. Students will gain a comprehensive understanding of key digital technologies, emerging trends, and strategies for leveraging digitalization to enhance competitiveness, customer experience, and operational efficiency.

2.3. BBA 3541 AI Framework for Management:

Course Description: This course introduces students to the integration of Artificial Intelligence (AI) within management frameworks, emphasizing its impact on team building, planning, risk management, stakeholder engagement, and project monitoring. Learners will explore AI tools, methods, and strategic approaches for adapting to AI-driven environments in business. By understanding key developments and future directions of AI in project and organizational management, students will develop practical and ethical skills in utilizing AI technologies to enhance decision-making and operational efficiency.

2.4. BBA 3611 Sustainability Practices in Management:

Course Description: This course provides students with an in-depth understanding of sustainability as an integral part of contemporary management practice. Students explore the evolution of sustainability, its core concepts, frameworks, and the key stakeholder perspectives that shape sustainable management decisions. Emphasis is placed on the triple bottom line, sustainable business models, stakeholder engagement, functional areas like supply chains and marketing, and sustainability reporting standards. Real-world cases and regional initiatives in the

UAE ensure that students gain the knowledge, skills, and ethical foundation needed to integrate sustainability into business strategies.

2.5. BBA-4821 Small Business Management:

Course Description: The course is designed to answer the fundamental question that most students and aspiring entrepreneurs often ask: How to start and manage my own business? With this objective the course discusses different types of businesses, legal organizations, accounting, and financial requirements. Other specific topics covered in the course include obtaining capital, controlling inventory, selling prices, staffing, marketing strategies, growth and expansion decisions and strategies.

3. Section 3: Concentration Core Courses-Accounting and Finance

3.1. BBA-3612 Corporate Finance:

Course Description: This course enables students to apply core financial concepts to corporate decision-making related to investment, financing, and dividend policies. It covers key topics such as financial statements, time value of money, capital budgeting techniques (NPV, IRR), cost of capital, capital structure, stock and bond valuation, and risk-return models like CAPM. The focus is on building knowledge that supports value-driven, ethical, and data-based financial decisions. Students will engage in interactive learning through Excel modeling, case studies, simulations, and financial analysis tasks. These activities enhance problem-solving skills and connect theory to practice. By the end, students will be able to analyze financial data, evaluate project feasibility, and recommend financing strategies aligned with business goals.

3.2. BBA 3652 Advanced Financial Reporting:

Course Description: This course provides an in-depth exploration of advanced-level applications of reporting and compliance in accounting, auditing, disclosures, and governance. It equips the students with the knowledge and skillset of mapping the financial reporting with the regulatory aspects, profitability planning, tax planning and strong foundation of the auditing at various levels of the organization including the management audit. It exposes Students to the role of critical analyst of the financial statements beyond the numbers reported in the financial statements. The

course makes Students aware of the crucial importance of the consolidation of the financial statements, segregation of the financial statements in terms of branches, subsidiary and parent organizations and their individual as well as combined impact on the profitability and overall effectiveness of the business. It connects the students to the analytical and critical mindset when it comes to implement the IFRS, financing capital projects, integrated reporting and business decisions with respect to the acquisition / merger/ take overs. Students will engage in varied learning activities including interactive lectures, collaborative and individual class exercises, situation analysis, case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop analytical skills in terms of changed perspective of analysis in terms of advanced level reporting.

3.3. BBA-3662 Investment Analysis and Portfolio Management:

Course Description: This course is designed to understand the concept, application and importance of the Investments. The course aims at helping the students gain understanding the role of Investments not only in the individual capacity but institutional capacity as well. Course aims to make students aware of the various avenues of investments and their effect on the financial markets and economy as a whole. Course will enable the students to gain a knowledge with regard to the investment process as a whole, investment decision making and maintaining the mixed investments portfolio. The course introduces important topics such as securities markets, the returns and risks from investment, portfolio theory, Stock valuation and bond valuation.

3.4. BBA-4762 Financial Auditing and Control:

Course Description: The Course provides an in-depth exploration of the basics of theoretical and practical insights into the concept, meaning, scope, applicability, and tools of auditing in general and financial auditing in particular. It equips the students to test and validate the genuineness and authenticity of the financial statements along with the materiality of the facts and figures. It exposes Students to the role of financial auditing in the assessment of the financial performance, financial position, risk management and quality of overall due diligence and governance in the organization. The course makes Students aware of the crucial importance of the planning,

effective implementation, evidence collection and interpretation in the overall audit process. It also inculcates amongst the students the application of mapping of the auditing to various phases and cycles of the business. It connects the students to the concept of sampling techniques, test checking techniques, system audits, scrutiny of the financial statements, common financial shenanigans and categorization of the areas for the decision of scope and depth of audit. Students will engage in varied learning activities including interactive lectures, collaborative and individual case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop critical thinking and analytical skills in terms of assessing the financial performance of the organizations on ethical grounds and use of information technology in establishing the authenticity of the facts and figures reported by the business organizations.

3.5. BBA-4772 Business and Corporate Taxation:

Course Description: The Course provides an in-depth exploration of the basics of theoretical and practical insights into the concept, meaning, scope, applicability, and need for the concept of taxation in general and for the United Arab Emirates in particular. It equips the students with the knowledge of various sources of income and the avenues to tax the income as opted by the Authorities in direct and indirect ways. It exposes Students to the emergence of Value Added Tax and Corporate Rate in the United Arab Emirates. It makes Students aware of the crucial importance of the taxation in the economy of the nation. It also inculcates amongst the students the learning and understanding of the concepts like person, establishment, taxpayer, assessment year, previous year, residential status, permanent establishment, exempt person, exemptions from tax, deduction from tax and so on. It connects the students to the two major approaches of taxation in the form of progressive and regressive. Students will engage in varied learning activities including interactive lectures, collaborative and individual case study as well as Caselet, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop computational thinking and analytical skills in terms of total income of the person along with the tax payable.

4. Section 4: Concentration Core Courses-Business Analytics

4.1. BBA-3513 Business Intelligence:

Course Description: This course introduces students to the core principles and modern practices of Business Intelligence (BI) and Data Analytics, emphasizing how data supports managerial decision-making in dynamic business environments. The course covers key topics such as data warehousing and emerging technologies such as big data, AI, and cloud analytics. Throughout the course, students engage in hands-on learning using tools like Power BI, Excel, and basic data mining software. Activities include case analysis, real-time simulations, visual storytelling, and collaborative problem-solving projects. By applying theory to practical scenarios from multiple industries, students will gain experience in designing analytical models, building dashboards, and evaluating business problems using data-driven solutions, equipping them with the skills needed for roles in analytics and decision support.

4.2. BBA-3523 Data Management for Business Analytics:

Course Description: This course facilitates learning in the principles and concepts of data and information management. Students will be exposed to principles of data design, entity relationship modelling and design techniques for relationship models. Students will also learn some of the database management systems languages and especially the Structured Query Language (SQL). The course will emphasize practical laboratory exercises. Learners will also engage in varied learning activities including interactive lectures, classroom-based problem solving, and collaborative and individual learning. Upon completion of this course, students will master the skills and technologies to develop business data applications and appreciate the role of data in effective business management.

4.3. BBA-3613 Applications of Business Analytics:

Course Description: The Course provides an in-depth exploration of advanced applications of business analytics. It provides the theoretical and practical framework toward several facets of business analysis in terms of meaning, scope, applicability, and tools. It equips the students with

the knowledge and skillset to apply various analytical tools differentiated regarding the specific need of business analysis. It exposes Students to the role of Data Visualization, Database Analytics, Descriptive Statistics, Sampling and Estimation and Statistical Inferencing as application tools for business analytics. The course makes Students aware of the crucial importance of the Forecasting techniques, Monte Carlo Simulation and Linear Optimization in business analytics. It also inculcates amongst the students the application of optimization of effectiveness and efficiency in terms of optimization model for business. Students will engage in varied learning activities including interactive lectures, collaborative and individual case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop skills sets to map the various business analytics tools and apply them depending upon the need and real scope of the analysis.

4.4. BBA-3643 Big Data & Advanced Data Mining:

Course Description: This course provides an in-depth exploration of Big Data and advanced data mining techniques essential for modern business analytics. Students will learn to prepare, process, and analyse large-scale datasets using contemporary tools such as Hadoop, Spark, and machine learning frameworks. Emphasis is placed on supervised and unsupervised modelling approaches, including ensemble methods and deep learning, to solve complex business problems. Through case studies and hands-on projects, learners will assess the application of advanced analytics in areas such as fraud detection, IoT integration, and customer experience optimization. The course culminates in designing and presenting an end-to-end data mining solution that integrates ethical, technical, and strategic considerations for data-driven decision-making in business environments.

4.5. BBA-4813 AI in Business Analytics:

Course Description: The Course provides an in-depth exploration of the overall applicability of Artificial Intelligence (AI) in terms of tools, scope, usage, depth and width, emergence, and differentiated functionality-wise selection for business analytics. It equips the students with the knowledge and skillset of implementing business analytics with the help of suitable AI tools. It

exposes Students to the versatile functionality areas of the business with versatile needs for the analytics and their subsequent use in business decision making. The course makes Students aware of the crucial importance of the AI tools for business analytics in terms of precision and accuracy in data presentation as well as data prediction and forecasting. It connects the students to the analytical and critical mindset when it comes to apply several conceptual AI tools for Business Analytics like NLP, Interactive Dashboards, Data Visualization, Automated Reporting, Pattern Recognition, Data Cleaning & Transformation and so on. Students get exposed to the application for all above conceptual AI tools through several online and customized platforms. Students will learn to understand the effectiveness and efficiency of the business decision making with the help of AI tools before and after business decisions are made. Students will understand the expected effective deliverables of the business functioning and decision making. Students will engage in varied learning activities including interactive lectures, collaborative and individual class exercises, situation analysis, case study as well as caselets, classroom based as well as flipped classroom exercises and activities. Upon the completion of this course, Students will develop conceptual and applicational analytical skills in terms of changed perspective of analysis in terms of AI at the background and forefront.

5. Section 5: Concentration Core Courses-Supply Chain and Logistics Management

5.1. BBA-3524 Management Relationship in Procurement:

Course Description: This course provides undergraduate students with an in-depth understanding of the strategic and operational dimensions of procurement and its critical role in building effective management-supplier relationships. It explores the structure and influence of procurement in business, global sourcing strategies, legal and contractual frameworks, risk management, and project-based procurement. Students will learn how to develop category strategies, evaluate supplier performance, manage negotiations, and implement procurement intelligence tools to optimize supply chain value. The course emphasizes ethical, legal, and strategic perspectives, preparing students to contribute to world-class procurement practices through establishing productive management relations in diverse and dynamic environments.

5.2. BBA-3614 Digital Supply Chain and Logistics Management:

Course Description: This course explores the integration of digital technologies into supply chain and logistics operations. Students will learn how digital tools, data analytics, and advanced operations strategies are reshaping the global supply chain landscape. Emphasis is placed on sustainable practices, quality management, forecasting, resource planning, and the application of business analytics to support operational decisions.

5.3. BBA-3624 Negotiations and Contracting:

Course Description: This course explores the principles, strategies, and techniques of effective negotiation and contracting in business environments. Students will develop skills in preparing for, conducting, and closing negotiations while understanding the legal and ethical implications of contracts. Through case studies, simulations, and real-world scenarios, learners will practice distributive and integrative bargaining, conflict resolution, and contract drafting. Emphasis is placed on achieving mutually beneficial agreements, managing power dynamics, and ensuring compliance with contractual obligations.

5.4. BBA-3634 Procurement, Material, and Inventory Management:

Course Description: This course provides undergraduate students with an integrated understanding of procurement, material planning, and inventory control systems essential for efficient supply chain and operations management. The course covers key topics such as production planning, master scheduling, material requirements planning (MRP), capacity management, demand forecasting, and lean production principles. Students will also explore purchasing strategies, inventory fundamentals, order quantity models, physical distribution, and warehouse operations. Emphasis is placed on applying analytical tools, information systems, and ethical principles to optimize inventory performance and procurement processes in both local and global business contexts.

5.5. BBA-4714 Quality and Environmental Management Systems:

Course Description: This course provides an exploration of Quality Management Systems (QMS) and Environmental Management Systems (EMS) within the context of supply chain and logistics management. Students will explore the principles, frameworks, and standards, such as ISO 9001 and ISO 14001, that underpin effective quality and environmental management. The course covers the design, implementation, and evaluation of these systems to enhance organizational performance, ensure regulatory compliance, and promote sustainable practices in supply chain operations. Through case studies, practical applications, and analytical tools, students will learn to integrate quality and environmental considerations into business strategies, optimize processes, and address stakeholder expectations in local and global contexts. Additionally, the course focuses on fostering a culture of continuous improvement, risk management, and ethical responsibility in managing quality and environmental impacts.