

Bachelor of Business Administration (BBA)

Study Plan

Duration: 4 years – 8 semesters

Total Credit Hours: 132

☒ **Semester**

Course Code	Course Title (English)	Credit Hours	Type
1101	Arabic Communication Skills	3	Mandatory
1102	English Communication Skills I	3	Mandatory
1103	Principles of Business Administration	3	Mandatory
1104	Business Model Design & Product Development	3	Mandatory
1105	Critical Thinking & Problem Solving	3	Mandatory

✓ Semester 2

Course Code	Course Title (English)	Credit Hours	Type
1201	International Market Analysis & Future Trends	3	Mandatory
1202	Entrepreneurship & Innovation	3	Mandatory
1203	Strategic Thinking & Decision Making	3	Mandatory
1204	Digital Transformation in Organizations	3	Mandatory
1205	Principles of Marketing	3	Mandatory

✓ Semester 3

Course Code	Course Title (English)	Credit Hours	Type
2101	Entrepreneurial Leadership	3	Mandatory
2102	Behavioral Economics for Business	3	Mandatory
2103	Corporate Reputation & Strategic Communication	3	Mandatory
2104	Risk Analysis & Crisis Management	3	Mandatory
2105	Human Resource Management	3	Mandatory

✓ Semester 4

Course Code	Course Title (English)	Credit Hours	Type
2201	Global Growth & Expansion Strategies	3	Mandatory
2202	Operations Management	3	Mandatory
2203	Corporate Brand Building & Development	3	Mandatory
2204	E-Commerce	4	Mandatory
2205	Total Quality Management	3	Mandatory

✓ Semester 5

Course Code	Course Title (English)	Credit Hours	Type
3101	Business Ethics & CSR	3	Mandatory
3102	Digital Marketing	4	Mandatory
3103	Consumer Behavior	3	Mandatory
3104	Corporate Governance & Institutional Responsibility	3	Mandatory
3105	Innovation & Change Management	3	Mandatory

✓ Semester 6

Course Code	Course Title (English)	Credit Hours	Type
3201	Strategic Planning	3	Mandatory
3202	Project Management	3	Mandatory
3203	Business Law	3	Mandatory
3204	Management Information Systems	4	Mandatory
3205	International Marketing	4	Mandatory

✓ Semester 7

Course Code	Course Title (English)	Credit Hours	Type
4101	Leadership in Business	3	Mandatory
4102	Organizational Experience Design & Customer Satisfaction	3	Elective
4103	Business Case Study Analysis	4	Mandatory
4104	Elective1	3	Elective
4105	Capstone Project I	6	Mandatory

✓ Semester 8

Course Code	Course Title (English)	Credit Hours	Type
4201	Artificial Intelligence in Business & Decision Making	3	Mandatory
4202	Capstone Project II	6	Mandatory
4203	International Business Economics	3	Elective
4204	Leadership Skills Development	3	Elective
4205	Elective2	4	Elective