



**Faculty of Business Administration, Economics, and Political Science (BAEPS)**

**Department of Business Administration (IB)**

**Undergraduate Programme (Webpage)**

### **About the Programme**

The International Business specialisation is designed to prepare students for careers in global business environments. It focuses on developing a deep understanding of international markets, cross-cultural management, global trade, and strategic decision-making in multinational contexts.

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### **Mission:**

To empower students with rigorous British-standard academic knowledge, research-driven insights, and practical experience—through industry collaboration and global exposure—preparing them to excel as responsible, adaptable leaders in international business environments.

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### **Why this Programme**

This specialisation offers a unique blend of theoretical knowledge and practical application, preparing students for impactful careers in multinational corporations, international NGOs, and global startups. Through strong industry links and internship opportunities, students gain hands-on exposure to real business environments.

The dual degree option with international recognition enhances employability abroad, while the globally oriented curriculum equips graduates to thrive in both regional and international markets. With a strong emphasis on cross-cultural competence, the programme prepares students to lead and manage effectively across diverse environments.

Students also benefit from a distinctive focus on bridging local and global contexts, gaining insights into both emerging and developed markets. Alongside networking opportunities with international professionals, exchanges, and alumni, the programme is supported by high teaching and research standards, ensuring graduates develop relevant, up-to-date knowledge and skills for today's global challenges.

## What will I Study?

You will study general Business modules during your preparatory year. These modules lay the foundation for understanding how businesses operate and the people working in them. These modules are as follows:

<b>Preparatory Year – Level S: 120 Credits</b>					
<b>Semester I ( 6 Compulsory Modules)</b>			<b>Semester II ( 6 Compulsory Modules)</b>		
XXBAENGL01	10	English for Academic Purposes	XXBAENGL02	10	English and Academic Writing
XXBBST02P	10	Introduction to Behavioural Sciences	XXBBST06P	10	Introduction to Management
XXBBST03P	10	Business Communication	XXBACC01P	10	Accounting Fundamentals 1
XXBBST04P	10	Business Math	XXBBST07P	10	Business Information Systems
XXBBST01P	10	Introduction to Business	XXBBST08P	10	Statistics
XXBBST05P	10	Introduction to Information Technology	XXBECO01P	10	Macroeconomics

<b>Year 1 – Level 4 (Certificate): 120 Credits</b>	
<b>Semester I ( 6 Compulsory Modules)</b>	<b>Semester II ( 6 Compulsory Modules)</b>

XXBHRM01C	10	Organisational Behaviour	XXBMKT01C	10	Principles of Marketing
XXBECO02C	10	Microeconomics	XXBHRM02C	10	Personal Effectiveness
XXBACC02C	10	Accounting Fundamentals 2	XXBFIN02C	10	Financial Markets & Institutions
XXBBST09C	10	Innovation Management	XXBBST11C	10	Business Law
XXBFIN01C	10	Principles of Finance	XXBACC03C	10	Introduction to Cost & Managerial Accounting
XXBBST10C	10	Research Methods	XXBENS01C	10	Introduction to Entrepreneurship

<b>Year 2 – Level 5 (Intermediate): 120 Credits</b>					
<b>Semester I ( Compulsory Modules)</b>			<b>Semester II ( 5 Compulsory Modules and 1 Optional Module)</b>		
XXBBST12	20	Business Ethics & Social Responsibility	XXBBST13I	10	Operations Management
XXBENS02I	20	Entrepreneurial Businesses & Innovation	XXBMKT02I	20	E-Business
XXBINB01I	20	International Business	XXBBST14I	10	Quantitative Methods
			XXBHRM03I	10	Human Resource Management
<b>List of Optional Modules</b>					
			XXBMKT06I	10	Services Marketing
			XXBMKT07I	10	Retail Management
			XXBHRM04I	10	Leadership
			XXBBIS02I	10	Fundamentals of System Analysis & Design

<b>Year 3 – Level 6 (Honours): 120 Credits</b>					
<b>Semester I (4 Compulsory Modules, 2 Optional Modules)</b>			<b>Semester II (3 Compulsory Modules, 3 Optional Modules)</b>		
XXBBST15H	10	Supply Chain Management	XXBENS03H	10	Sustainable Development
XXBBST16H	10	Public Administration	XXBBST20H	10	Project Management
XXBBST18H	10	Strategic Management	XXBINB03H	10	Special Topics in International Business

XXBINB02H	10	Management of Multinational Companies	XXBINB04H	10	Cross Cultural Management
			XXBMKT13H	10	International Marketing
<b>List of Optional Modules</b>					
XXBBST17H	10	Advanced Research Methods	XXBHRM10H	10	Organisational Change & Development
XXBMKT11H	10	Digital Marketing Communications	XXBBST21H	10	Dissertation
XXBHRM06H	10	Employee Relations	XXBBST22H	10	General Business Studies (in Arabic)
XXBBIS03H	10	Database	XXBBIS09H	10	Enterprise Resource Planning (ERP)
XXBBIS04H	10	Fundamentals of User Interface and User Experience	XXBBIS10H	10	Artificial Intelligence (AI) for Business
XXBBIS05H	10	Data Mining for Business Intelligence	XXBBIS11H	10	Decision Support Systems
			XXBBIS12H	10	Advanced Database

### Progression Requirements

- Completion of all preparatory year modules.
- Successful completion of 120 credits per academic year.
- Adherence to faculty and university progression rules.
- Completion of a summer internship and certified training in a relevant database.

