

College of Business

Bachelor of Business Administration



جامعة الجوف
Jouf University



Program	Bachelor of Business Administration		
Program Features	• An academic program that awards a Bachelor's degree from the university. • Study duration: 4 academic years.	Number of Credit Hours	135 hours
		Program Delivery Method	On-campus – Full-time
Program Schedule	Morning	Language of Instruction	Arabic
Program Overview			

The Bachelor of Business Administration program at Jouf University, offered by the College of Business, aims to qualify distinguished graduates academically, professionally, and in research to meet the labor market needs locally and regionally, while contributing to sustainable development and community service. The program includes two main tracks: Marketing Management and Financial Management, with a total of 135 credit hours covering college and program requirements in addition to cooperative training.

Target Groups	Targeted Job Roles
• High school graduates	• Business Manager or Project Manager • Marketing Manager or Sales Specialist • Financial Analyst or Investment Consultant • Financial Manager or Managerial Accountant • Business Analyst or Management Consultant • Entrepreneur or Startup Developer • Researcher or Academic in Business Administration

Beneficiary Sectors
Beneficiaries of the Bachelor of Business Administration program include students and graduates, the public and private sectors, the local and regional community, the entrepreneurship sector, research centers, professional associations, and national development programs.