



Curtin University

Dubai

BACHELOR OF BUSINESS ADMINISTRATION

SMALL BUSINESS START-UP

Entrepreneurs are an integral part of economies all over the world as they recognise potential gaps in the market and allocate resources to establish businesses to fulfil these needs.

This specialisation is for enterprising students who want to start their own business, or work as internal corporate entrepreneurs in larger organizations that need to reinvent their strategies to stay relevant in their markets. This field of study teaches about the necessary planning and processes and needed to establish a business and lead it successfully. You will gain in-depth insights into the funding and functioning of start-ups, and also teaches you core business functions that are crucial to any new business.

You will learn about all aspects needed to start or manage a new business or a Small / Medium Enterprise (SME), and build a strong foundation in essential business functions such as management, finance, accounting, marketing and human resources. This industry embedded curriculum will require you to apply your theoretical knowledge to real-life case studies to understand how SMEs operate.

Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Small Business Start Ups specialisation with any one of the other BBA specialisations in Digital Marketing, Tourism and Hospitality, or Human Resource Management. Graduating with two specialisations can enhance your skills, employability and your profession by widening your career prospects.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore, Malaysia and Mauritius. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for the jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2022. We are also ranked 193rd in the world for universities by the QS World University Rankings 2023.

QS World University Rankings by subject 2022:

- Top 200 – Business and Management Studies



A TRULY GLOBAL EXPERIENCE

You have the opportunity to pursue any one teaching period at our campus in Perth with no increase in tuition. You can also pursue the 2-week On Country Program in Perth, equivalent to a 25-credit point unit.

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN SMALL BUSINESS START-UP	
Indicative cut-off scores	GCE A-Levels: 5 points (best of 3 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	IELTS overall band score of 6.0 with a minimum of 6.0 in each band
Course duration	600 Credits over 2 years (6 trimesters) or 3 years (9 trimesters)
Intake	September
Total tuition*	AED 170,100 or USD 46,603

*All fees indicated are inclusive of 5% UAE VAT.

COURSE STRUCTURE*

Markets and Legal Frameworks	Introduction to Finance Principles
Communication, Culture and Indigenous Perspectives in Business	Project Management
Strategic Career Design	Human Resources Management Introduction
Financial Decision Making	Business Internship
Analytics for Decision Making	Start-Up Business Planning
Introduction to Business Information Systems	Small Business Growth
Organisational Behaviour	Business and Sustainable Development
Discovering Marketing	Entrepreneurship

Constitutes general electives from any 2000 or 3000 level units offered at Curtin University Dubai (subject to fulfilling pre-requisites).

*As core units may be offered in the May trimester, it is the student's responsibility to ensure they track their progression with Student Services.

COURSE SPECIALISATIONS (You can select any one additional specialisation from below)

Digital Marketing	Tourism and Hospitality Essentials	Workforce Management	Information Systems in Business
Managing Social Media Platforms	Hospitality Experience	Human Resources Development	Introductory Systems Analysis and Design
Designing User Experiences	Principles of Tourism, Hospitality and Events	International Human Resources Management	Enterprise Architectures
Digital Marketing Strategy	Contemporary Issues in Tourism Management	Strategic Rewards Management	Database
Retailing and E-Commerce	Marketing for Tourism, Hospitality and Events	Building a Sustainable workforce	Business Applications

* These are example progressions. Order of units depends on intake period.

Career Opportunities:

This course can help you become a/an

- Entrepreneur
- Start-up consultant
- Franchise operator
- Venture capitalist
- Business manager
- Small business owner



Curtin Dubai delivers courses from the Curtin School of Business, which is AACSB accredited.

CONTACT US:

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