



Curtin University

Dubai

BACHELOR OF BUSINESS ADMINISTRATION

WORKFORCE MANAGEMENT

People are the most important part of any business and Human Resource Management (HRM) is about maximising employee and organisational performance and wellbeing.

In this specialisation, you will study recruitment and selection; performance and conflict management; training and development; remuneration; strategic human resource management; and HRM metrics and analytics.

Working with our expert faculty, you will develop the skills and knowledge needed to succeed as an HR manager in organizations of any size. You will also learn to demonstrate leadership, ethical practice, and professional integrity when working within a team and independently.

In today's corporate environment, there is a strong demand for professionals who are highly skilled in communication, management, and human relations. With Curtin's industry embedded curriculum, you will have the opportunity to select and apply theories, concepts and techniques to describe, understand, analyse, and evaluate management issues and opportunities in real life case studies

Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Human Resource Management specialisation with any one of the other BBA specialisations in Digital Marketing, Tourism and Hospitality, or Small Business Start Ups. 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 WORKFORCE MANAGEMENT	
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	Human Resources Development
Introduction to Business Information Systems	International Human Resources Management
Organisational Behaviour	Building a Sustainable Workforce
Discovering Marketing	Strategic Rewards Management

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)

Small Business Start-Up	Tourism and Hospitality Essentials	Digital Marketing	Information Systems in Business
Small Business Growth	Hospitality Experience	Managing Social Media Platforms	Introductory Systems Analysis and Design
Start-Up Business Planning	Principles of Tourism, Hospitality and Events	Designing User Experiences	Enterprise Architectures
Business and Sustainable Development	Contemporary Issues in Tourism Management	Digital Marketing Strategy	Database
Entrepreneurship	Marketing for Tourism, Hospitality and Events	Retailing and E-Commerce	Business Applications

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

Career Opportunities:

This course can help you become a/an

- Training and development manager
- Change manager
- Human resources manager
- Recruitment consultant
- Employee relations specialist
- People and culture specialist



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

CONTACT US:

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