



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 organisations that need to reinvent their strategies to stay relevant in their markets. This field of study teaches about the necessary planning and processes that are 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 learn core business functions that are crucial to any new business.

You will learn about all operational areas required to start or manage a start-up or a Small / Medium Enterprise (SME) and you will 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-Up 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 success by widening your career prospects.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative global university with campuses in Australia, Dubai, Singapore, Malaysia, Colombo, 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) 2023. We are also ranked 174th in the world for universities by the QS World University Rankings (QSWUR) 2025.

QS World University Rankings by subject 2024:

- 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.

COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN SMALL BUSINESS START-UP	
Indicative cut-off scores	GCE A-Levels: 5 points (minimum 2 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	12th CBSE - 60% IGCSE English Language and Literature - C IB - 4 IELTS 6.0, with no band less than 6.0 or equivalent
Course duration	2 years (6 trimesters) or 3 years (6 trimesters)
Intake	September
Total tuition*	AED 170,100 or USD 46,350

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

COURSE STRUCTURE*

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

And one additional specialisation plus 4 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	Innovation and Entrepreneurship
Managing Social Media Platforms	Hospitality Experience	Building a Sustainable Workforce	Management of Innovation
Designing User Experiences	Principles of Tourism, Hospitality, and Events	Human Resources Development	Design Thinking and Visual Narrative
Digital Marketing Strategy	Contemporary Issues in Tourism Management	Business Ethics	Entrepreneurship
Retailing and E-Commerce	Marketing for Tourism, Hospitality, and Events	International Human Resources Management	Business and Sustainable Development

* These are example progressions. The order of units depends on the 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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