



Curtin University

Dubai

**Bachelor of Business Administration**

# Tourism and Hospitality Essentials

**Tourism and hospitality are rapidly growing industries offering career paths in areas such as tourism development, event and festival organisation, and hotel / resort management.**

In this specialisation, you'll gain the knowledge and skills you will need to become an effective manager in the tourism and hospitality sectors across the globe. As part of your course work, you will identify key theoretical principles and practical underpinnings of tourism and hospitality management, and apply these in a practical approach to industry and business.

You will learn about contemporary issues in international tourism, such as event and tourism sustainability, the impact of tourism and events on the local and global economy, destination management, hospitality management, and marketing.

As part of Curtin's industry-embedded curriculum, you will have the opportunity to work on real life cases and projects that will teach you to critically examine tourism and hospitality management issues, trends, and situations, and formulate creative and innovative ideas to address the challenges faced by the industry.

## Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Tourism and Hospitality specialisation with any one of the other BBA specialisations like Digital Marketing, Human Resource Management, or Small Business Start Ups.

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) 2022. We are also ranked 193rd in the world for universities by the QS World University Rankings (QSWUR) 2023.

## QS World University Rankings by subject 2023:

- 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](http://www.curtindubai.ac.ae)

## COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN TOURISM AND HOSPITALITY ESSENTIALS	
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	Contemporary Issues in Tourism Management
Discovering Marketing	Hospitality Experience
Introduction to Business Information Systems	Principles of Tourism, Hospitality, and Events
Organisational Behaviour	Marketing for Tourism, Hospitality, and Events

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	Small Business Start-Up	Workforce Management	Innovation and Entrepreneurship
Managing Social Media Platforms	Small Business Growth	Building a Sustainable Workforce	Management of Innovation
Designing User Experiences	Start-Up Business Planning	Human Resources Development	Design Thinking and Visual Narrative
Digital Marketing Strategy	Business and Sustainable Development	Business Ethics	Entrepreneurship
Retailing and E-Commerce	Entrepreneurship	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

- Corporate Travel Consultant
- Restaurant and Catering Manager
- Hotel or Motel Manager
- Tourism Information Officer
- Resort Manager
- Tourism Manager



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

## CONTACT US:

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