



Curtin University

Dubai

Bachelor of Commerce Finance and Marketing

Combine the fields of finance and marketing to gain a well-rounded business education.

Designed to meet the demands of the global business environment, this program will equip you with the knowledge and skills needed in the ever-evolving markets. Through a combination of theoretical knowledge, real-world case studies, and industry projects, you will gain a deep understanding of financial principles and marketing strategies, and their application in business contexts. Graduating with two specialisations will enhance your skills, employability, and your success by widening your career prospects

Professional Recognition and Memberships

Graduates are eligible for membership in the following professional bodies:

- The Chartered Financial Analyst Institute
- The Financial Services Institute of Australasia
- The Economic Society of Australia
- Financial Planning Association of Australia
- Australian Marketing Institute
- The Chartered Institute of Marketing



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
- Top 200 – Accounting and Finance



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 COMMERCE IN FINANCE AND MARKETING	
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
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	Markets and Legal Frameworks
Strategic Career Design	Analytics for Decision Making
Financial Decision Making	Introduction to Finance Principles
Discovering Marketing	Business Analysis for Investment
Introduction to Financial Instruments and Markets	Quantitative Techniques for Business
Corporate Finance	Introduction to Derivative Securities
Portfolio Management	Consumer Behaviour
International Finance	Managing Social Media Platforms
Marketing Across Borders	Marketing Intelligence
Services Marketing	Retailing and E-Commerce
Digital Marketing Strategy	Introduction to Global Business
Corporate Marketing Strategy	Business Internship

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

CAREER OPPORTUNITIES

This course can help you become a/an

- Finance Manager
- Fundraising Coordinator
- Financial Analyst
- Advertising Professional
- Research Analyst
- New Product Developer
- Compliance Officer
- Market Data Analyst
- Market Researcher



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

CONTACT US:

CURTIN UNIVERSITY DUBAI

Dubai International Academic City
Blocks 10 & 11, Fourth Floor
P.O. Box 345031, Dubai, UAE
Tel: +971 4 245 2500
Fax: +971 4 243 4218
Email: admissions@curtindubai.ac.ae
Web: www.curtindubai.ac.ae

DISCLAIMER

Information in this publication is correct as of June 2024 but may be subject to change.

In particular, the University reserves the right change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/or to vary arrangements for any program. This material does not purport to constitute legal or professional advice. Curtin accepts no responsibility for and makes no representations, whether express or implied, as to the accuracy or reliability in any respect of any material in this publication. Except to the extent mandated otherwise by legislation, Curtin University does not accept responsibility for the consequences of any reliance which may be placed on this material by any person.

Curtin will not be liable to you or to any other person for any loss or damage (including direct, consequential, or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the use of this publication.

Copyright Curtin University

© Curtin University Dubai 2024.

Except as permitted by the Copyright Act 1968, this material may not be reproduced, stored, or transmitted without the permission of the copyright owner. All enquiries must be directed to Curtin University.

Published by Curtin University Dubai 2024.

CRICOS Provider Code 003013

