



# 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) 2024. 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. For further information, please contact Student Service Centre: [studentservicecentre@curtindubai.ac.ae](mailto:studentservicecentre@curtindubai.ac.ae)

**Make tomorrow better.**

[www.curtindubai.ac.ae](http://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   IBDP - 4   IELTS 6.0, with no band less than 6.0 or equivalent
Duration	2 years (6 trimesters) or 3 years (6 trimesters)
Intake	January & 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:

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DISCLAIMER

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