

Bachelor of Business Administration (BBA)

Jumeira University Dubai
Empowering Future Business Leaders

Key Highlights:

- Accredited by the Commission for Academic Accreditation (CAA)
- Industry-integrated curriculum
- 4-year full-time program
- Cutting-edge facilities and technology
- Strong focus on entrepreneurship and innovation
- Internship opportunities with leading companies

Apply now for Fall 2024 intake! >>

The Professions University: Where Your Future Takes Flight

Program Description

The Bachelor of Business Administration (BBA) program at Jumeira University is a comprehensive, forward-thinking degree designed to shape the business leaders of tomorrow. Our curriculum blends foundational business principles with cutting-edge practices, preparing students to excel in the dynamic global business environment.

Program Structure

- 4-year full-time program
- 120 credit hours
- Core business courses + Specialized electives
- Capstone project in final year
- Mandatory internship for real-world experience



Key Learning Outcomes

1. Demonstrate comprehension of business management concepts, principles, and theories
2. Apply analytical and critical thinking skills to solve business problems
3. Analyze business issues and identify emerging technological solutions for ethical business decision-making
4. Employ collaborative skills in team settings to achieve synergistic outcomes
5. Examine global business trends and practices
6. Evaluate business scenarios for sustainability
7. Communicate persuasive, coherent arguments through written and oral methods for addressing diverse groups
8. Develop entrepreneurial and innovative approaches for business opportunities

Why Choose BBA at JU?

Industry-Integrated Curriculum

- Developed in collaboration with industry leaders
- Regular updates to reflect current business trends
- Guest lectures from successful entrepreneurs and executives

Practical Skills Focus

- Case study-based learning
- Business simulations and role-playing exercises
- Industry projects and consultancy opportunities

Entrepreneurship and Innovation

- Access to JU's business incubator
- Mentorship from successful start-up founders
- Annual business plan competition with funding opportunities

Global Perspective

- International case studies and projects
- Option for semester abroad programs
- Diverse faculty with global business experience

Technology Integration

- State-of-the-art computer labs and software
- Courses in digital marketing, e-commerce, and data analytics
- Access to business intelligence tools and ERP systems

Personal Development

- Leadership development workshops
- Public speaking and presentation skills training
- Emotional intelligence and stress management courses

Career Opportunities

Our BBA graduates are sought after by top employers across various sectors:

- Corporate Management: Business Analyst, Operations Manager, Strategy Consultant
- Finance: Financial Analyst, Investment Banker, Risk Manager
- Human Resources: HR Business Partner, Talent Acquisition Specialist, Training and Development Manager
- Entrepreneurship: Start-up Founder, Social Entrepreneur, Business Consultant
- International Business: Global Operations Manager, Import/Export Specialist, Cross-cultural Business Consultant
- Marketing: Brand Manager, Digital Marketing Specialist, Market Research Analyst



100% Career Assistance

At JU, we're committed to your professional success beyond graduation:

- Dedicated Career Services Department
- One-on-one career counseling and mentoring
- Resume building and interview preparation workshops
- Access to exclusive job portals and alumni networks
- Annual career fairs with leading employers
- Internship placements with partner organizations
- Lifelong learning and skill upgrade programs for alumni

Join our BBA program and embark on a transformative journey towards becoming a future business leader!

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Entry Requirements

UAE National Students:

- Minimum 70% in UAE secondary school certificate (MOE)
- EmSAT English with a minimum score of 1100 or equivalent
- EmSAT Arabic with a minimum score of 600
- EmSAT Math with a minimum score of 600 or SAT Math with minimum score of 485

International Students:

- Completed 12 years of schooling
- High School Diploma Equivalency from the UAE Ministry of Education
- Meet the same EmSAT/IELTS/SAT requirements as UAE students

Application Process

1. Submit online application form
2. Provide required documents (see checklist below)
3. Pay application fee
4. Attend interview (if required)
5. Receive offer letter
6. Accept offer and pay deposit
7. Complete registration

Required Documents

- Attested high school certificate
- EmSAT/IELTS/SAT score reports
- Copy of passport and Emirates ID
- 4 recent passport-size photos
- Certificate of good conduct



Fees Structure

Tuition Fees:

- AED 1,800 per credit hour
- Total program cost: AED 216,000 (120 credit hours)

Other Fees:

- Application Fee: AED 1,500 (non-refundable)
- Registration Fee: AED 750 per semester
- Student Services Fee: AED 750 per semester
- Textbooks: Approximately AED 1,200 – 1,800 per semester

Payment Plans:

- Full payment (5% discount)
- Semester-wise payment (two installments per year)
- Monthly payment plan available upon request

Scholarships and Financial Aid

Jumeira University offers various scholarships and financial aid options:

- Academic Merit Scholarships (up to 50% tuition waiver)
- Emirati National Scholarship
- Financial Need-Based Grants
- Sibling Discounts
- Corporate Partner Discounts

Contact our Enrollment Office for more information on eligibility and application process.

Application Deadlines

- Fall Semester: August 15th
- Spring Semester: January 15th

Early applications are encouraged for priority consideration.

For more information or to start your application, contact our Enrollment Office:

Email: enrollment@ju.ac.ae | Phone: +971 4 515 4555



Student Experience at Jumeira University

State-of-the-Art Facilities

- Modern classrooms with smart boards
- Advanced computer labs with latest software
- Dedicated Business Simulation Lab
- Well-stocked Learning Resources Center with e-library access
- Student lounges and recreational areas
- Prayer rooms

Technology Integration

- Campus-wide Wi-Fi
- Student portal for course management and administrative services
- Access to industry-standard business software and tools
- E-learning platforms for blended learning experiences

Student Support Services

- Academic advising
- Personal counseling
- Career guidance and placement services
- Learning support and tutoring
- IT helpdesk

Extracurricular Activities

- Student clubs and organizations
- Business and entrepreneurship competitions
- Cultural and sports events
- Community service opportunities
- Leadership development programs

Internship and Industry Connections

- Mandatory internship program
- Industry guest lectures and workshops
- Company visits and field trips
- Networking events with industry professionals
- Alumni mentorship program

Global Exposure

- International student exchange programs
- Study abroad opportunities
- Multicultural student body and faculty
- International case studies and projects



Student Experience at Jumeira University

Campus Life

- Separate facilities for male and female students
- On-campus cafeteria with diverse food options
- Sports facilities including gym and multi-purpose courts
- Student-run events and festivals
- Safe and secure campus environment

Student Development

- Soft skills workshops
- Personal branding and professional etiquette training
- Innovation and entrepreneurship bootcamps
- Language courses (Arabic for non-native speakers)

Health and Wellness

- On-campus medical clinic
- Wellness programs and fitness classes
- Stress management workshops
- Health awareness campaigns

At Jumeira University, we're committed to providing a holistic educational experience that prepares you for success in your career and personal life. Join our vibrant community and unlock your full potential!



World-Class Faculty

Our BBA program is led by a diverse team of highly qualified faculty members:

- 80% hold Ph.D. degrees from renowned international universities
- Extensive industry experience across various business sectors
- Active researchers contributing to leading business journals
- Visiting professors from top global business schools

Research Focus Areas

- Entrepreneurship and Innovation
- Sustainable Business Practices
- Digital Transformation in Business
- Islamic Finance and Economics
- Cross-cultural Management
- Marketing in the MENA Region



Research Opportunities for Students

- Undergraduate Research Assistantships
- Faculty-mentored research projects
- Annual Student Research Symposium
- Publication opportunities in JU Business Review
- Research-based capstone projects

Business Incubator and Innovation Center

- Support for student start-ups
- Prototyping and product development facilities
- Mentorship from successful entrepreneurs
- Access to seed funding and investor networks

Industry Collaboration

- Joint research projects with leading companies
- Sponsored research opportunities
- Industry advisory board for curriculum development
- Knowledge transfer partnerships

Research Resources

- Access to major business databases and journals
- Advanced statistical and data analysis software
- Research methodology workshops and seminars
- Grant writing support for student projects



International Research Collaborations

- Partnerships with global research institutions
- Participation in international conferences
- Collaborative research with international faculty
- Access to global case study databases

At Jumeira University, we believe in the power of research to drive innovation and solve real-world business challenges. Join us to be at the forefront of business knowledge creation and application!





Alumni Success Stories

Making Waves in the Business World

Our BBA graduates are making significant impacts across various industries. Here are some of their success stories:

Sarah Al Maktoum,
Class of 2019

Founder & CEO, TechInnovate LLC

“ The BBA program at JU gave me the confidence and skills to launch my own tech start-up. Today, my company employs over 50 people and operates in three countries. The entrepreneurship focus at JU was instrumental in my journey.”

Ahmed Khalid,
Class of 2020

Senior Consultant, Big Four Consulting Firm

“ Thanks to JU's industry connections, I secured an internship at a Big Four consulting firm. This led to a full-time offer upon graduation, kickstarting my career in management consulting. The practical, case-study based learning at JU prepared me well for the challenges of the consulting world.”

Fatima Rashid,
Class of 2018

Regional Marketing Manager, Multinational FMCG Company

“ The international perspective I gained at JU helped me land a role in the UAE office of a multinational corporation. Within three years, I was promoted to a regional management position. JU's focus on cross-cultural management has been invaluable in my career.”

Testimonials

Omar Al Ali,

Financial Analyst, Investment Bank

“ The BBA program at Jumeira University provided me with a solid foundation in business principles and practical skills that I use every day in my job. The faculty's real-world experience and the hands-on learning approach made all the difference.”

Laila Mohammed,

Laila Mohammed, Co-founder,
EduTech Innovations

“ What sets JU apart is its commitment to innovation and entrepreneurship. The business incubator program gave me the platform to develop my business idea, which is now a thriving start-up. I'm grateful for the mentorship and support I received.”

John Smith,

Global Supply Chain Manager,
Logistics Company

“ As an international student, I found JU to be incredibly welcoming and diverse. The global perspective in the curriculum, combined with the multicultural student body, prepared me well for a career in international business.”

Career Success Statistics

- **92%** of our graduates find employment within 6 months of graduation
- **85%** work in their field of study
- **30%** of graduates receive job offers from their internship companies
- Average starting salary: **AED 12,000** per month
- **25%** of our alumni have started their own businesses within 5 years of graduation

Join Jumeira University's BBA program and become part of our growing network of successful alumni shaping the future of business!

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