

Bachelor's degree in Business Administration with Concentration in:

Marketing

Jumeira University Dubai

Key Highlights:

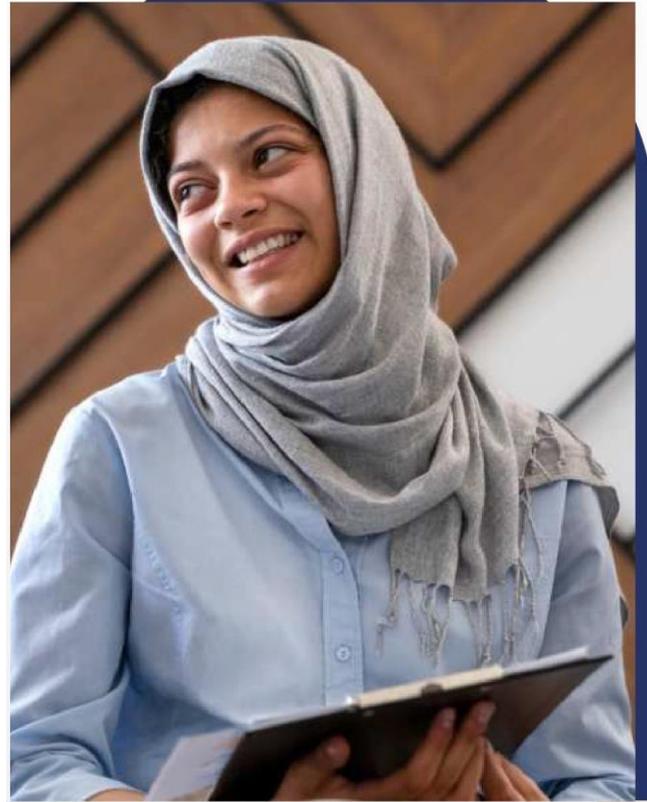
- Accredited by the Commission for Academic Accreditation (CAA)
- Industry-integrated curriculum
- 4-year full-time program
- Cutting-edge facilities and technology
- Strong focus on entrepreneurship and innovation
- Internship opportunities with leading companies

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The Professions University: Where Your Future Takes Flight

Program Description

The Bachelor of Business Administration (BBA) program with a concentration in Marketing delivers a vibrant education blending core business knowledge with specialized marketing expertise. Tailored to today's consumer-driven trends, the curriculum regular business management courses, while focusing on market research, branding, digital marketing, and consumer behavior. Students will hone skills in campaign strategy, social media analytics, advertising, and sales management, mastering tools to connect with audiences. Emphasizing creativity and data-informed decisions, the program prepares graduates to shine in fast-evolving marketing landscapes. Upon completion, students are equipped for careers as marketing coordinators, brand managers, or digital strategists, with opportunities to pursue certifications like Google Analytics or HubSpot. This concentration nurtures innovative, adaptable professionals ready to elevate brands and thrive in a global marketplace.



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

BBA Course

University Requirements (24 Credit Hours)

Core Courses (18 Credit Hours)

Course Code	Course Title	CH	Requisites
GE 101 or *GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	Score 5 in IELTS or equivalent
GE 104	English Language Communication 2	3	Score 5 in IELTS or equivalent
GE 125	Fundamentals of Entrepreneurship & Innovation	3	Score 5 in IELTS or equivalent
GE 142 / GE 144	UAE Society / مجتمع الإمارات	3	Score 5 in IELTS or equivalent / None
GE 147 / GE 141	Islamic Thought / الثقافة الإسلامية	3	Score 5 in IELTS or equivalent / None
	Total	18	Credit Hours

Elective Courses (6 Credit Hours)

University Requirements - Elective Courses

Course Code	Course Title	CH	Requisites
GE 102 or *GE 116	Arabic Language Communication 2 or Basic Arabic Language 2	3	None
GE 114	Principles of Research Skills	3	Score 5 in IELTS or equivalent
GE 123 / GE 107	Personal Management / الإدارة الذاتية	3	Score 5 in IELTS or equivalent / None
GE 131	Critical Thinking	3	Score 5 in IELTS or equivalent TI
GE 145 / GE 140	Islamic Civilization / الحضارة الإسلامية	3	Score 5 in IELTS or equivalent / None
GE 148	UAE Economy and Labour Market	3	Score 5 in IELTS or equivalent
	Total	6	Credit Hours

College Requirements (48 Credit Hours)

Core Courses (42 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 102	Principles of Management	3	12 Credits and score of 5.0 in IELTS or equivalent
MR 103	Principles of Marketing	3	12 Credits and score of 5.0 in IELTS or equivalent
AC 104	Principles of Accounting	3	MA 110 and score of 5.0 in IELTS or equivalent
IT 108	Management Information System (MIS)	3	Score of 5.0 in IELTS or equivalent
MA 110	Probability and Statistics	3	Score of 5.0 in IELTS or equivalent
EC 201	Macroeconomics	3	MA 110 and score of 5.0 in IELTS or equivalent
BU 202	Introduction to Leadership	3	BU 102
BU 203	Production & Operation Management	3	BU 102
BU 204	Organizational Behavior	3	BU 102
BU 205	Business Ethics	3	BU 102
EC 210	Microeconomics	3	MA 110
FN 301	Financial Management	3	AC 104
BU 303	Business Law	3	MA 110, BU 102, BU 203
BU 304	International Business Environment	3	MA 110, BU 102, BU 203
	Total	42	Credit Hours

College Elective Courses (3 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 240	Effective Business Writing	3	GE 104
IT 300	Introduction to Artificial Intelligence	3	IT 108, MA 110
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	BU 103
	Total	3	Credit Hours

Program Requirements (33 Credit Hours)

Core Courses (24 Credit Hours)

Course Code	Course Title	CH	Requisites
HR 300	Human Resource Management	3	BU 102
BU 316	Customer Relationship Management	3	MR 103
BU 403	Business Research Methodology	3	GE 114
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	IT 108 and 45 Credits
BU 406	Business Strategy	3	MA 110, BU 102, BU 203
BU 490	BA Project	3	BU 403
BU 499	BA Internship	3	90 Credits
	Total	24	Credit Hours

Program Elective Courses (9 Credit Hours)

Course Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110 Probability and Statistics and 45 credit hours
BU 318	Principles of Retail Management	3	BU 102, MR 103, 45 Credits
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103, 45 Credits
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	BU 102, BU 205, FN 301
BU 321	Quality Management	3	BU 102 and 45 Credits
BU 422	Knowledge Management	3	IT 108 and 45 Credits
HR 414	Reward for Performance and Contribution	3	
AC 407	Audit and Assurance	3	AC 111 and BU 205
MR 327	Advertising and Promotion	3	MR 103, MR 302 (new course)
AC 322	Cost Management	3	AC 111
	Total	9	Credit Hours

Concentration Courses (18 Credit Hours)

Course Category – Marketing Core Courses = 15 CREDITS

Course Code	Course Title	CH	Requisites
MR 440	Applied Marketing management	3	MR 103
MR 441	Contemporary Marketing Issues	3	MR 103
MR 442	Digital Marketing	3	MR 103
MR 443	Brand and Corporate Communication	3	MR 103
MR 444	Corporate Marketing Strategy	3	MR 103
	Total	15	Credit Hours

Key Learning Outcomes

PLO1: Demonstrate comprehension of business management concepts, principles, and theories.

PLO2: Apply analytical and critical thinking skills to solve business problems.

PLO3: Analyze business issues and identify emerging technological solutions for ethical business decision-making.

PLO4: Employ collaborative skills in team settings to achieve synergistic outcomes.

PLO5: Examine global business trends and practices.

PLO 6: Evaluate business scenarios for sustainability.

PLO7: Communicate persuasive, coherent arguments through written and oral methods for addressing diverse groups.

PLO8: Develop entrepreneurial and innovative approaches for business opportunities.

PLO 9: Formulate and Implement solutions to various business issues in their relevant specializations.

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 programs abroad
- 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

Graduates of the BBA with a concentration in Marketing are set for diverse, creative roles in the field. They can excel as content strategists, crafting compelling narratives for brands, or thrive as social media managers, engaging audiences online. Opportunities in advertising allow them to design impactful campaigns, while expertise in analytics positions them as SEO specialists, boosting online visibility. Their strategic mindset suits roles in product management, launching offerings to market, or international marketing, tailoring campaigns across borders. With a global outlook, they can also pursue consultancy roles, advising firms on customer acquisition and retention, driving success in competitive industries.



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!**

[Apply now for Spring 2025 intake!](#)

Entry Requirements

- **High School Qualification:**

- Students must hold a high school certificate from the UAE Ministry of Education (MOE) or an equivalent recognized qualification.
- Non-MOE curricula students must meet equivalency standards as set by the UAE Ministry of Education.

- **Language Proficiency:**

- **For MOE Curricula:**

- Students applying for programs taught in *English* must have achieved a minimum score of **80%** in the English course in high school.

- **For Non-MOE Curricula:**

- English proficiency is required *only if* the student's teaching language in high school was not English.
- Accepted English proficiency tests:
 - JU placement test
 - TOEFL: 500 or equivalent.
 - IELTS: 5.0 or equivalent.

- **Conditional Admission:**

- Students failing to meet language or academic requirements will be admitted conditionally and must:
 - Complete preparatory or remedial courses within the first semester.
 - Pass required competency tests during the conditional period.

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 1,650 per credit hour
- Total program cost: AED 198,000 (120 credit hours)

Other Fees:

- Application Fee: AED 1,500 (non-refundable)
- Registration Fee: AED 750 per semester (non-refundable)
- Student Services Fee: AED 750 per semester (non-refundable)
- 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

- Spring 2025 Semester: Feb 1st
- Fall 2025 Semester: Sep 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 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 Business Administration 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

- Portfolio Management
- Islamic and Conventional Banking
- Employee Performance
- Organisational Development
- Economic Growth and Development
- AI applications in Business
- Consumer Behaviour
- Business Analytics



Research Opportunities for Students

- Undergraduate Research Assistantships
- Faculty-mentored research projects
- Annual Student Research Symposium
- Publication opportunities in world class IT 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

Sarah Al Maktoum,

Class of 2019

Founder & CEO, TechInnovate LLC



The 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 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."

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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