

College of Business

# Bachelor of Business Administration

Concentration in Accounting & Finance

Building Future Finance Leaders  
for an AI-Powered Financial World



## Programme Snapshot



**120**

Credit Hours



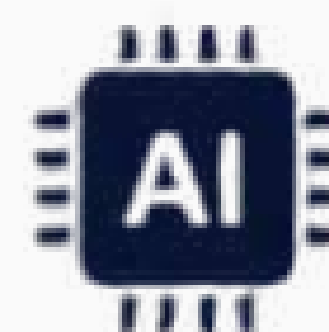
**4**

Years



**CAA**

Accredited



**AI**

Embedded



**100%**

Internship

# Welcome to the Future of Accounting & Finance

## A Message from the Faculty

“ Finance and accounting sit at the centre of every consequential decision an organisation makes, and Artificial Intelligence is rapidly transforming how those decisions are made.

Algorithmic trading, AI-powered auditing, real-time global markets, and increasingly sophisticated regulatory environments mean that today's finance professional must do far more than record numbers. They must interpret data, manage risk, and apply intelligent tools to support strategic decision-making.

**Jumeira University's Bachelor of Business Administration with a Concentration in Accounting & Finance** was built for this reality. It is a programme that does not simply teach you the principles of finance and accounting, it equips you to lead with them in an AI-powered financial world. From your first semester, you will be developing financial reporting, auditing, and investment analysis skills alongside AI-enhanced analytical tools and platforms. By the time you graduate, you will possess a degree, a portfolio of industry certifications, verified AI competency, and the practical experience that employers across the UAE, GCC, and globally are actively seeking.

Dubai is one of the world's leading financial centres — and Jumeira University places you at the heart of it. Welcome to the programme that will define your career.



# Why Study Accounting & Finance in the AI Era?

## The Intelligent Financial Economy Has Arrived — and It Needs You

Finance and accounting are undergoing the most significant transformation in their history. AI-powered auditing tools now flag anomalies across millions of transactions in seconds. Predictive analytics inform investment decisions once made on instinct alone. Automated reporting systems are replacing manual reconciliation. Every organisation — from sovereign wealth funds and multinational corporations to banks and government finance ministries — depends on finance professionals who can combine technical accounting rigour with data-driven, AI-literate decision-making.



### The AI Transformation

- Machine learning models detect fraud and financial irregularities at a scale no human auditor could match.
- Generative AI drafts financial reports and summarises complex disclosures.
- Predictive analytics inform forecasting, budgeting, and investment decisions.
- AI-powered dashboards give finance leaders real-time visibility into organisational performance.



### The Future Workforce

- The World Economic Forum identifies Financial Analysts and Data-Driven Finance professionals among the fastest-growing professions globally.
- In the UAE and GCC, the rise of DIFC, FinTech ecosystems, and digital banking is creating unprecedented demand for finance professionals who combine accounting rigour with AI fluency.



### What This Means for You

Traditional finance professionals recorded numbers. Future finance leaders interpret data, manage risk, and use AI tools to support decision-making. Jumeira University's BBA Accounting & Finance programme prepares you to do exactly that.

# Capability Framework

## What You Will Be Able to Do

	<b>Financial Reporting &amp; Analysis</b>	Prepare, analyse, and communicate financial statements and management accounts in line with international standards.
	<b>Audit &amp; Assurance</b>	Apply audit methodologies and assurance frameworks to evaluate organisational financial integrity.
	<b>Strategic Financial Management</b>	Apply strategic financial principles to corporate investment, financing, and risk decisions.
	<b>Financial Analytics</b>	Use business intelligence and data analytics tools to extract actionable insight from financial data.
	<b>Risk &amp; Investment Analysis</b>	Evaluate financial risk and investment opportunities across local and international contexts.
	<b>FinTech &amp; Digital Finance Awareness</b>	Understand the digital finance, banking, and FinTech ecosystems reshaping the financial sector.



## Programme Overview

# BBA Accounting & Finance Concentration



The BBA in Accounting & Finance at Jumeira University is a future-focused undergraduate degree designed to equip students with the essential knowledge, technical expertise, and professional competencies needed to excel in the rapidly evolving world of finance.

The programme integrates advanced accounting principles, financial management, data analytics, and emerging technologies such as AI and automation to prepare graduates for the intelligent financial economy.

With globally recognised certifications, guaranteed internship opportunities, and an industry-aligned curriculum, students gain the practical skills, ethical mindset, and strategic leadership capabilities required to thrive in high-impact finance careers.



### Degree

Bachelor of Business Administration (BBA)



### Concentration

Accounting & Finance



### Accreditation

Commission for Academic Accreditation (CAA)



### Duration

4 Years | Full-Time



### Credit Hours

120 Credit Hours



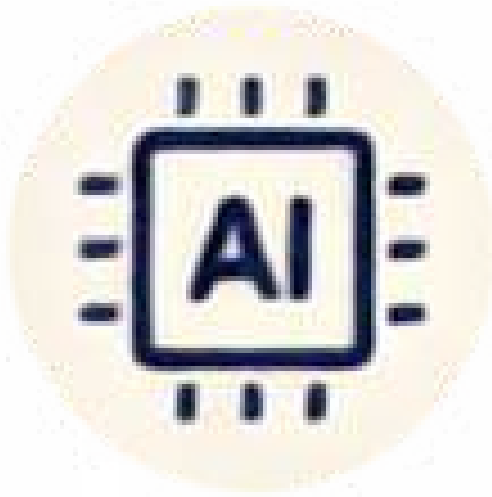
### Location

Dubai, UAE | [www.ju.ac.ae](http://www.ju.ac.ae)

# Why Choose BBA Accounting & Finance at JU?

## Six Reasons This Programme Stands Apart

Our BBA Accounting & Finance degree is designed to empower future-ready finance leaders with AI fluency, global credentials, real-world experience, and industry alignment — preparing you to lead in the intelligent finance era.



01

### AI-Embedded Learning

Learn with AI-integrated tools embedded across all courses — thinking critically, analyzing data, and automating with confidence.



02

### Triple Certification

Earn your degree along with three globally recognized certifications that strengthen your expertise and boost employability.



03

### 100% Guaranteed Internship

Secure high-impact internship opportunities through our industry network — with a 100% internship guarantee for all students.



04

### Real-World Project Experience

Work on live projects and case challenges from leading organizations to build practical skills and real-world confidence.



05

### CAA-Accredited & Industry-Aligned

Our programme is accredited by the Commission for Academic Accreditation (CAA) and aligned with industry needs to keep you future-ready.



06

### The Dubai Advantage

Study in one of the world's leading financial hubs and gain global exposure in a diverse, dynamic, and innovation-driven environment.

## The Future of Finance & AI

# The Financial Intelligence Revolution Is Accelerating

The convergence of Artificial Intelligence, FinTech platforms, real-time global markets, and predictive analytics is creating the most significant transformation in the history of finance and accounting. The professionals who will lead this transformation — and the organisations that will benefit from it — are being defined right now.











### Emerging Role



### What It Requires



### AI-Enhanced Dimension

 <b>AI-Enabled Financial Analyst</b>	 Financial modelling + statistics + business acumen	 Applying AI tools to forecasting, valuation, and investment analysis
 <b>Risk &amp; Compliance Analyst</b>	 Risk frameworks + regulatory knowledge + analytics	 AI-driven risk detection, fraud monitoring, and compliance reporting
 <b>FinTech Associate</b>	 Digital finance + financial technology + innovation	 Supporting AI-enabled digital banking and payment innovation
 <b>Audit &amp; Assurance Associate</b>	 Audit methodology + assurance frameworks + AI tools	 AI-powered anomaly detection and continuous audit techniques
 <b>Corporate Treasury Analyst</b>	 Treasury management + cash flow + forecasting	 AI-enhanced liquidity forecasting and treasury decision support
 <b>Investment Support Analyst</b>	 Portfolio analysis + valuation + market research	 AI-driven portfolio analytics and investment decision support



### GCC & Global Market Demand

The Dubai International Financial Centre (DIFC), the UAE National AI Strategy 2031, and the wider GCC's push toward digital banking and FinTech innovation are collectively investing hundreds of billions of dirhams in financial infrastructure and AI capability. The GCC is actively seeking finance and accounting graduates who can execute on these ambitious national agendas — creating a sustained, multi-decade demand for exactly the capabilities this programme delivers.

# Triple Certification Advantage

## Three Credential Layers. One Decisive Employability Edge.

A standard university degree is no longer sufficient preparation for the competitive UAE and GCC graduate market. Employers expect finance and accounting graduates to arrive with validated, tool-specific competencies that signal professional readiness before their first day. Jumeira University's Triple Certification framework ensures every BBA Accounting & Finance graduate enters recruitment processes with three credential layers that create a uniquely compelling professional profile.



01

### Credential 01 —

## Accredited Academic Degree

Bachelor of Business Administration  
Accounting & Finance Concentration

CAA Accredited      120 Credit Hours      4 Years

02

### Credential 02 —

## Industry Certifications

Globally recognised accounting, finance, and financial technology certification options earned across four years

03

### Credential 03 —

## AI & Future Skills Certifications

Three-tier AI Literacy Programme certification options from Beginner through Advanced, the AI credentials employers increasingly require

# AI-Embedded Learning Ecosystem

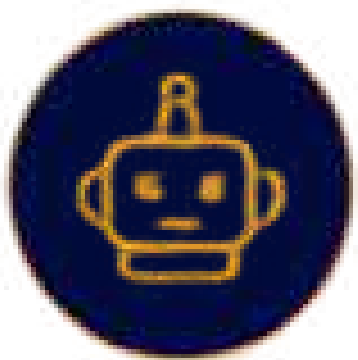
At Jumeira University, AI integration in the BBA Accounting & Finance programme is foundational, embedded into how students learn, how they are assessed, how they access academic support, and how they apply their knowledge in professional financial contexts. Graduates do not merely know about AI in theory; they have practised applying AI throughout their entire four-year academic journey.

## How AI Transforms Your Learning Journey

### AI Across the Learning Experience



Adaptive learning pathways that adjust content difficulty and pacing based on individual student performance in accounting, finance, and quantitative modules.



AI-powered tutoring systems supplementing faculty support in financial analysis, statistics, and analytical reasoning.



Real-time learning analytics dashboards enabling faculty to monitor comprehension and engagement at individual and cohort level.



AI-generated case summaries, financial model review aids, and personalised revision tools tailored to each module's learning outcomes.



Natural Language Processing tools supporting academic writing, research, and accessibility for all students.



Guest practitioners from Dubai's finance, banking, and FinTech sectors delivering applied AI-in-finance sessions aligned to concentration courses.

### Three-Tier AI Literacy Programme

Tier

1

#### Beginner

Target: Year 1

AI fundamentals, responsible AI use, AI ethics, AI in financial life, UAE AI policy.

Tier

2

#### Intermediate

Target: Year 2

Prompt engineering, AI tools in accounting and finance disciplines, critical evaluation of AI-generated financial outputs.

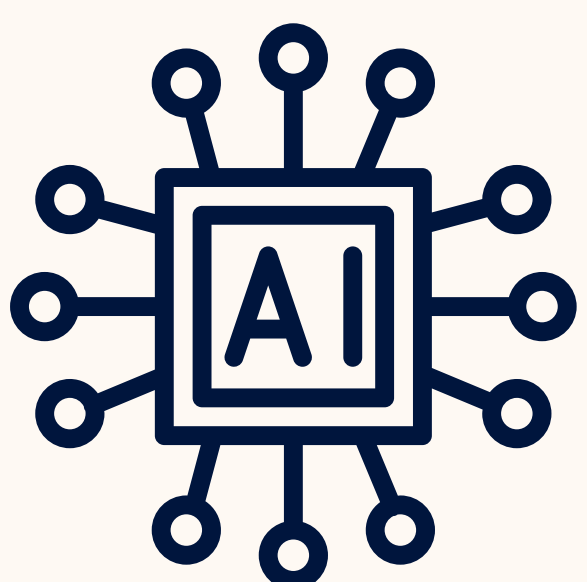
Tier

3

#### Advanced

Target: Years 3-4

AI model design concepts, AI-driven financial research, building AI-generated financial solutions, AI leadership.



### AI-Embedded Assessment Strategy

Every programme module incorporates AI-embedded assessment components, ensuring students engage with AI tools as part of their regular academic practice. The Final Year BA Project (BU 490) requires demonstrable AI integration, including a structured reflective component using the Gibbs Reflective Framework. Finance and accounting students practise reflecting on their AI-generated analytical decision-making — a competency increasingly expected of senior finance professionals in UAE and global organisations.

# Industry Certifications & Career Accelerators

## A Certification Portfolio That Employers Recognise

Alongside the BBA degree, Jumeira University BBA Accounting & Finance students build a portfolio of industry-recognised certification options that validate their practical skills to employers. These certification options are embedded career accelerators — woven into the four-year academic journey at appropriate milestones.

Certification Option	Focus Area	Year / Stage	Employer Value
 <b>Accounting Fundamentals Certificate</b>	Financial Accounting	<b>Year 1</b>	Core technical credential validating accounting fundamentals, a baseline expectation for finance roles.
 <b>Financial Analysis Certification Option</b>	Quantitative Finance	<b>Year 2</b>	Confirms rigorous financial analysis competency across forecasting and valuation.
 <b>Excel &amp; Financial Modelling Certificate</b>	Financial Modelling	<b>Year 2</b>	Validates financial modelling and spreadsheet proficiency, required across virtually every finance role.
 <b>Business Analytics Certification Option</b>	Data-Driven Finance	<b>Year 3</b>	Validates proficiency in business intelligence and analytics tools applied to financial data.
 <b>Audit &amp; Assurance Certification Option</b>	Audit Practice	<b>Year 3</b>	Demonstrates competency in audit methodology and assurance frameworks.
 <b>FinTech &amp; Digital Finance Certificate</b>	Financial Technology	<b>Year 3</b>	Validates practical understanding of digital banking, payments, and FinTech innovation.
 <b>AI Literacy Certificate, Beginner</b>	AI Foundations	<b>Year 1</b>	Awarded on completion of Tier 1 AI Literacy Programme.
 <b>AI Literacy Certificate, Intermediate</b>	Applied AI	<b>Year 2</b>	Awarded on completion of Tier 2 AI Literacy Programme.
 <b>AI Literacy Certificate, Advanced</b>	AI Leadership	<b>Years 3-4</b>	Awarded on completion of Tier 3 AI Literacy Programme.
 <b>Employer Readiness Certification</b>	Full Career Preparation	<b>Year 4 / Graduation</b>	Awarded on completion of all employability requirements.

# Real-Time Global Project Experience

## A Professional Portfolio Built Before Graduation

01

### International accounting case studies

International accounting case studies addressing live financial reporting and compliance challenges across multiple sectors.

02

### Financial analysis challenges and competitions

Financial analysis challenges and competitions involving real datasets and valuation benchmarking.

06

### Audit and assurance scenarios and AI-enhanced financial analytics projects

Audit and assurance scenarios and AI-enhanced financial analytics projects applying AI to real financial decision-making.

03

### Budgeting and forecasting projects

Budgeting and forecasting projects applying financial planning techniques to real organisational scenarios.

05

### FinTech and digital finance projects

FinTech and digital finance projects exploring banking innovation, payments, and financial technology.

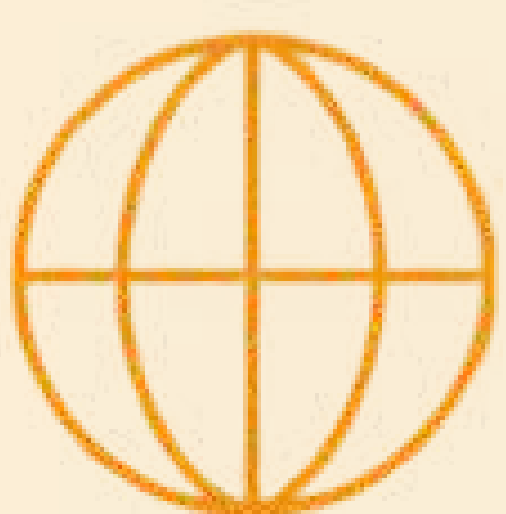
04

### Risk and investment simulations

Risk and investment simulations developed in collaboration with regional and global industry partners.



## Professional Portfolio



Jumeira University's BBA Accounting & Finance programme delivers one of the most comprehensive project-based and experiential learning frameworks in UAE higher education. Students engage with real accounting case studies, live financial analysis challenges, international budgeting and forecasting projects, and risk and investment simulations from Year 1 — accumulating a genuine professional portfolio long before graduation.

# Guaranteed Internship Opportunities

## 100% Career-Ready Experience Before Graduation

Every eligible Jumeira University BBA Accounting & Finance student receives internship opportunities through JU's employer ecosystem. This is not an aspiration — it is a formal, credit-bearing programme requirement (BU 499), ensuring every graduate enters the job market with verifiable, real-world finance and accounting experience.

What It Delivers		Description
	<b>Workplace Readiness</b>	Real-world exposure to professional finance and accounting environments — applying financial analysis, reporting, and AI tools in live organisational contexts.
	<b>Professional Networking</b>	Direct relationships with accountants, financial analysts, and finance directors who can become references, mentors, or future employers.
	<b>Industry Exposure</b>	Understanding of how financial theories and accounting frameworks operate in live UAE and GCC organisational environments.
	<b>Portfolio Evidence</b>	Internship deliverables — financial models built, reports produced, analyses completed — become compelling portfolio evidence in interviews.
	<b>Career Acceleration</b>	Many students convert internships into direct employment offers, accelerating their transition from student to finance professional.

# Future Career Opportunities

## Where a BBA Accounting & Finance From JU Takes You

Graduates of the BBA Accounting & Finance programme are positioned for a wide spectrum of career opportunities across the UAE, GCC, and global markets. The combination of business administration foundations, accounting and finance specialisation, AI literacy, and industry certification options creates a professional profile that is relevant across every sector of the modern economy.

Career Role	Sector	AI-Enhanced Dimension
<b>Accountant</b>	All Sectors	AI-assisted bookkeeping, reconciliation, and financial reporting.
<b>Financial Analyst</b>	Finance, Investment, Corporate	AI-powered forecasting, valuation, and financial modelling.
<b>Accounts Executive</b>	All Sectors	Automated transaction processing and intelligent reporting tools.
<b>Finance Executive</b>	Corporate, Government	AI-enhanced budgeting, planning, and performance analysis.
<b>Audit Associate</b>	Audit, Assurance Firms	AI-driven anomaly detection and continuous audit techniques.
<b>Tax Associate</b>	Tax Advisory, Corporate	AI-assisted tax research and compliance documentation.
<b>Budget Analyst</b>	Corporate, Government	AI-enhanced budget forecasting and variance analysis.
<b>Treasury Assistant</b>	Corporate Treasury, Banking	AI-driven liquidity forecasting and cash flow analytics.
<b>Credit Analyst</b>	Banking, Financial Services	AI-powered credit risk scoring and assessment models.
<b>Banking Operations Executive</b>	Banking, Financial Services	Intelligent automation of banking operations and processes.
<b>Risk Analyst</b>	Finance, Insurance, Banking	AI-driven risk modelling and scenario simulation.
<b>FinTech Associate</b>	FinTech, Digital Banking	Supporting AI-enabled digital finance and payment products.








Graduates with strong accounting and finance fundamentals, AI literacy, and a foundation for professional certifications such as ACCA, CPA, or CFA are well positioned across the UAE and GCC's growing financial services, banking, and FinTech sectors, with finance and accounting roles consistently ranking among the most in-demand professional tracks in the region.

# Graduate Employability Advantage

## Employer-Ready from Day One

Leading employers — from global banks and financial institutions to UAE government entities and management consulting firms — seeking finance and accounting graduates who can demonstrate validated, tool-specific competencies before their first day. JU graduates arrive having used AI tools throughout their degree, earned a portfolio of industry certification options, completed a guaranteed internship, and delivered real project work that proves their capabilities.

## What Employers See in a JU Accounting & Finance Graduate

Aspect	What It Signals
 <b>Validated Technical Skills</b>	> Certification options in accounting, financial analysis, financial modelling, and business analytics provide employer-readable proof of tool-specific competency.
 <b>AI Proficiency</b>	> Three-tier AI literacy certification and AI-embedded project work signals the AI readiness that commands a measurable premium in UAE and GCC finance hiring.
 <b>Practical Experience</b>	> A formal internship placement with a UAE or GCC organisation — documented and verifiable — reduces onboarding risk and accelerates hiring decisions.
 <b>Real Project Portfolio</b>	> Applied financial project work — models built, reports produced, case studies completed — provides concrete evidence of capability that grades alone cannot demonstrate.
 <b>Academic Foundation</b>	> A CAA-accredited BBA degree from Jumeira University Dubai, with a curriculum that supports progression toward ACCA, CPA, or CFA professional pathways.

## The Dubai Advantage — Why Location Matters

UAE / Dubai Indicator	Why It Matters for Finance Careers
Dubai International Financial Centre (DIFC)	One of the world's leading financial hubs, with intensive demand for finance and accounting talent.
UAE National AI Strategy 2031	Government-driven AI adoption creating sustained demand for AI-enabled finance professionals.
Thriving FinTech Ecosystem	Rapidly growing digital banking and FinTech sector generating new categories of finance careers.
Global Talent Competitiveness	UAE ranked among the top globally for talent competitiveness — international employer presence creates globally portable careers.
Digital Economy Target	UAE targeting a significant share of GDP from the digital economy — creating structural, long-term demand for finance professionals.

# Programme Learning Outcomes

## What You Will Graduate Knowing and Being Able to Do

The BBA Accounting & Finance programme is structured around nine Programme Learning Outcomes (PLOs) that collectively define the knowledge, skills, and professional competencies every graduate will have developed:

PLO	Outcome
 PLO 1	Demonstrate comprehension of business management concepts, principles, and theories.
 PLO 2	Apply analytical and critical thinking skills to solve business problems.
 PLO 3	Analyse business issues and identify emerging technological solutions for ethical business decision-making.
 PLO 4	Employ collaborative skills in team settings to achieve synergistic outcomes.
 PLO 5	Examine global business trends and practices.
 PLO 6	Evaluate business scenarios for sustainability.
 PLO 7	Communicate persuasive, coherent arguments through written and oral methods for addressing diverse groups.
 PLO 8	Develop entrepreneurial and innovative approaches for business opportunities.
 PLO 9	Formulate and implement solutions to various business issues in their relevant specialisations.

# Complete Approved Curriculum Structure

Exactly as Approved by Jumeira University — No Modifications

<b>120</b> Credit Hours	<b>4</b> Years	<b>Full-Time</b>	<b>CAA</b> Accredited
University Requirements: 24 CH	College Requirements: 48 CH	Programme Requirements: 33 CH	Concentration Courses: 18 CH

## University Requirements (24 Credit Hours)

### Core Courses — 18 Credit Hours

Code	Course Title	CH	Requisites
GE 101 / 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 142 / GE 144	Islamic Thought / الثقافة الإسلامية	3	Score 5 in IELTS or equivalent /None
Total		<b>18</b>	Credit Hours

### Elective Courses — 6 Credit Hours

Code	Course Title	CH	Requisites
GE 102 / 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
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		<b>6</b>	Credit Hours

## College Requirements (48 Credit Hours)

### Core Courses — 42 Credit Hours

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
AC 104	Principles of Accounting	3	Score 5 in IELTS or equivalent
MA 110	Probability and Statistics	3	Score 5 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

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

## Programme Requirements (33 Credit Hours)

### Core Courses — 24 Credit Hours

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

### Programme Elective Courses — 9 Credit Hours

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

### Course Category — Accounting and Finance Core Courses = 15 Credits

Code	Course Title	CH	Requisites
AC 111	Management Accounting for Investment and Decision Making	3	AC 104
FN 420	Banking and Financial Products and Services	3	FN 301
FN 402	International Finance	3	FN 301
FN 323	Corporate Reporting and Analysis	3	AC 104
FN 408	Strategic Financial Management	3	FN 301
Total		15	Credit Hours





# Certifications, Projects & AI Enhancement Ecosystem

## Year-by-Year Map — Complementary to the Approved Curriculum

The following framework maps all AI certifications, certification options, bootcamp, project-based learning activities, and career readiness modules to the four-year student journey. These activities are entirely complementary to the approved curriculum and do not modify or replace any formal academic component.

### Year 1

Business Foundations & AI Literacy

Activity / Certification	Type	Description
 AI Literacy Programme — Beginner Tier	AI Literacy Certification	AI fundamentals, ethics, responsible use, AI policy, and AI in every day financial life.
 AI Literacy Certificate — Beginner	Certification Award	Issued on successful completion of Tier 1 AI Literacy Programme.
 Accounting Fundamentals Certificate	Certification Option	Core technical credential validating foundational accounting knowledge.
 UAE Financial Landscape Project	Experiential Learning	Analysis of a real-world UAE financial sector case aligned to introductory accounting and business content.


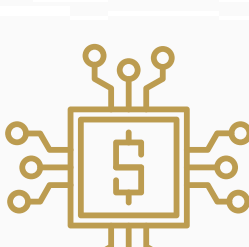



### Year 2

Applied Finance & Certification Development

Activity / Certification	Type	Description
 AI Literacy Programme — Intermediate Tier	AI Literacy Certification	Prompt engineering, AI tools in accounting and finance disciplines, critical evaluation of AI-generated outputs.
 AI Literacy Certificate — Intermediate	Certification Award	Issued on successful completion of Tier 2 AI Literacy Programme.
 Financial Analysis Certification Option	Certification Option	Confirms rigorous financial analysis competency across forecasting and valuation.
 Excel & Financial Modelling Certificate	Certification Option	Validates financial modelling and spreadsheet proficiency.
 FinTech Foundations Bootcamp	Future Finance Bootcamp	Introduction to digital finance, banking innovation, and financial technology.
 Cross-Border Financial Case Study Project	Industry Simulation	Applied financial analysis using UAE and international business datasets.

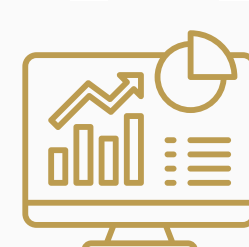
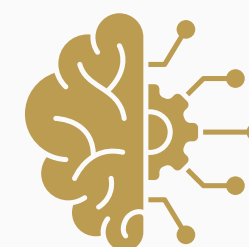





## Year 3

Industry Application & Professional Certification Options

Activity / Certification	Type	Description
 Business Analytics Certification Option	Certification Option	Validates proficiency in business intelligence and analytics tools applied to financial data.
 Audit & Assurance Certification Option	Certification Option	Demonstrates competency in audit methodology and assurance frameworks.
 FinTech & Digital Finance Certificate	Certification Option	Validates practical understanding of digital banking, payments, and FinTech innovation.
 AI in Finance Bootcamp	Future Finance Bootcamp	Hands-on practice with AI-enhanced financial analytics platforms.
 Industry Consulting Project — Industry Partner	Real-World Project	Live consulting engagement applying financial analysis and strategic recommendations to real industry data.
 Global Virtual Consulting Project	Global Project Exposure	International virtual project addressing a live global finance challenge with cross-border teams.

## Year 4

Career Acceleration & Finance Leadership

Activity / Certification	Type	Description
 AI Literacy Programme — Advanced Tier	AI Literacy Certification	AI-driven financial research, building AI-augmented financial solutions, AI leadership.
 AI Literacy Certificate — Advanced	Certification Award	Formal credential recognising advanced AI literacy — issued on completion of Tier 3 Programme.
 AI-Powered Financial Planning & Analysis Certification Option	Certification Option	Advanced AI applications in FP&A: intelligent forecasting, automated variance analysis, predictive budgeting.
 BA Project (BU 490) — AI-Enhanced Capstone	Capstone Enhancement	Final Year BA Project with demonstrable AI integration and Gibbs Reflective Framework component.
 BA Internship (BU 499)	Guaranteed Internship	Formal credit-bearing internship through JU's industry ecosystem in a finance-relevant UAE organisation.
 Career Accelerator Bootcamp	Employability Module	Interview preparation, financial portfolio development, salary negotiation, LinkedIn strategy.
 Employer Readiness Certification	Graduate Credential	Awarded on completion of all employability requirements: internship, bootcamps, and career readiness modules.

# Why This Degree Delivers Long-Term Career Sustainability

**AI Readiness. Global Employability. Future-Proof Careers.**

Choosing a degree is one of the most consequential investments a student and their family will make. The BBA Accounting & Finance from Jumeira University is engineered to deliver compounding professional value, not just immediate career entry, but a sustainable, growing career in one of the most structurally in-demand disciplines in the global economy.

## 01 | Career Sustainability in an AI-Transformed Economy

Roles requiring financial judgment, strategic interpretation of AI-generated insights, regulatory understanding, and ethical decision-making are precisely the roles that AI cannot easily automate. By building AI literacy alongside accounting and finance expertise, JU ensures graduates remain relevant and valuable as the discipline continues to evolve — not displaced by AI, but empowered and elevated by it.

## 02 | The AI Skills Advantage

AI literacy is rapidly becoming a baseline expectation in finance and accounting recruitment — and a premium differentiator at senior levels. JU graduates arrive with three years of progressive AI skill development, verified through certification options and AI Literacy Awards. They have applied AI tools in real financial projects, developed judgment about when and how to use AI effectively, and earned employer-readable credentials that signal readiness for the AI-powered financial world.

## 03 | Global Employability

Triple certification, AI capability, and a UAE educational background from a CAA-accredited institution create a genuinely global professional profile. The curriculum's strong foundation for ACCA, CPA, and CFA pathways further extends this advantage. JU Accounting & Finance graduates are positioned for career opportunities across the GCC, MENA, the United Kingdom, Singapore, Australia, and beyond.

## 04 | Finance Leadership Potential

The programme is designed not merely to produce competent finance practitioners, but to develop future finance leaders. Business Strategy, Project Management, Business Research Methodology, and Strategic Financial Management sit alongside accounting and finance concentration courses — ensuring graduates possess the leadership vocabulary, technical depth, and cross-functional competency to ascend to CFO and Head of Finance roles over the course of their careers.

# Graduate Value Proposition

A Jumeira University BBA Accounting & Finance graduate enters the workforce with:

- 01** |  **A fully accredited BBA Degree —**  
CAA-accredited, Jumeira University Dubai
- 02** |  **A portfolio of industry certification options:**  
Accounting, Financial Analysis, Financial Modelling, Business Analytics, Audit & Assurance, FinTech
- 03** |  **Three-tier AI Literacy Certification**  
(Beginner, Intermediate, Advanced)
- 04** |  **Verified project experience**  
through real-world and global consulting projects
- 05** |  **Guaranteed internship experience —**  
documented and employer-verified
- 06** |  **A strong academic foundation**  
supporting progression toward ACCA, CPA, or CFA
- 07** |  **An Employer Readiness Certification**  
confirming full career preparation

**This is not just a degree.**

**It is a comprehensive finance career launch platform.**

# Ready to Become the Next Generation Finance Leader?

The financial world is not waiting.  
The organisations hiring finance talent are not  
waiting. The decision you make today determines  
where you are in four years, and who you become.

- ✓ AI-Embedded Learning
- ✓ Triple Certified Degree
- ✓ 100% Guaranteed Internship
- ✓ Industry Certifications
- ✓ Real-Time Global Projects
- ✓ Finance Leadership Skills
- ✓ AI-Powered Decision Making
- ✓ Dubai-Based Education
- ✓ Employer-Ready Graduates

In four years, you could be the financial analyst who helps a UAE organisation see a risk before it becomes a crisis. The auditor whose AI-assisted review protects an organisation's integrity. The treasury professional who optimises a portfolio worth millions. The FinTech associate who helps build the next generation of digital banking.

**That career begins at Jumeira University.**

## Apply Now



Website:  
[www.ju.ac.ae](http://www.ju.ac.ae)



E-mail:  
[enrollment@ju.ac.ae](mailto:enrollment@ju.ac.ae)



General Inquiries:  
**+971 4 515 4555**

Landline  
**+971 (0) 515 4561**  
**+971 (0) 515 4558**

Admission Inquiries:  
**+971 52 806 3270**  
**+971 52 806 3723**

## Scan to Apply



Scan to Apply

Scan to Connect

**Building Future Finance Leaders for an AI-Powered Financial World**