

Bachelor of Business Administration

Business Analytics

- AI-Embedded
- Triple Certified
- CAA Accredited
- 100% Internship Guarantee

Building Future Business Leaders for an AI-Powered Data Economy



Programme Snapshot



120

Credit Hours



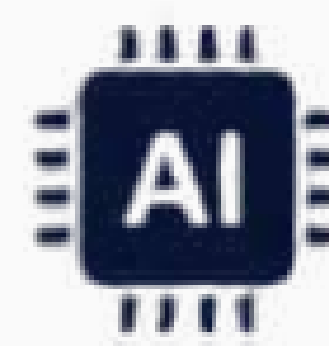
4

Years



CAA

Accredited



AI

Embedded



100%

Internship

Programme Overview

The Bachelor of Business Administration in Business Analytics at Jumeira University is a dynamic, 120-credit-hour undergraduate programme that prepares students to become the data-driven decision makers, business intelligence leaders, and analytics strategists that the modern economy demands. Anchored in the vibrant commercial ecosystem of Dubai — one of the world's most competitive and digitally advanced business environments — this programme fuses rigorous business management foundations with advanced analytics capability, AI fluency, and real-world data intelligence.

Fully accredited by the Commission for Academic Accreditation (CAA), the programme equips graduates with both the theoretical depth and the practical competency to lead analytics functions in local, regional, and international organisations. Business Analytics is no longer a support function — it is a strategic capability that drives competitive advantage across every sector. JU's BBA Business Analytics programme ensures graduates are proficient in statistical modelling, business intelligence platforms, data visualisation, predictive analytics, and AI-augmented decision-making.

The curriculum blends core business management foundations with five specialist concentration courses — spanning Advanced Statistics, Data Management, Data Visualisation, Marketing Analytics, and Big Data Analytics — producing graduates who can translate complex data into actionable business strategy. Upon completion, graduates are equipped for roles as data analysts, business intelligence specialists, analytics consultants, and more — or to pursue industry certifications such as Microsoft Power BI, Tableau, and the Certified Analytics Professional (CAP) credential.



Programme Snapshot

| | |
|---------------------------|--|
| Degree | Bachelor of Business Administration (BBA) |
| Concentration | Business Analytics |
| Duration | 4 Years Full Time / Part Time |
| Total Credit Hours | 120 |
| Accreditation | Commission for Academic Accreditation (CAA) |
| Location | Latifa Bint Hamdan Street, Exit #24, Al-Khail Street, Dubai, UAE |
| Teaching Language | English |
| Admissions | Enrollment@ju.ac.ae +971 52 806 3270 |

Why Study BBA Business Analytics at Jumeira University?

Business Analytics has undergone a fundamental transformation in the past decade. The explosion of real-time data, the emergence of AI-powered decision systems, predictive modelling at scale, and the rise of business intelligence platforms have fundamentally changed what analytics professionals must know and do. A traditional business degree is no longer sufficient preparation for the careers that data-driven organisations are hiring for. Jumeira University's BBA Business Analytics programme was designed for the discipline as it exists today — and as it will continue to evolve.



AI-Integrated Learning

AI is embedded throughout the student learning experience at Jumeira University. Students engage with adaptive learning technologies, AI-powered academic support tools, AI-embedded assessments, and domain-specific AI applications relevant to the business analytics profession — ensuring every graduate is fluent in the AI tools and workflows that employers prioritise.



The Dubai Advantage

Dubai is a global data laboratory. Home to some of the world's most data-intensive organisations — from sovereign wealth funds and global financial institutions to AI-first government entities and rapidly growing e-commerce platforms — Dubai offers analytics students an unparalleled professional ecosystem. Proximity to organisations at the forefront of digital transformation, AI adoption, and data-driven governance means JU students study analytics where the most ambitious data strategies are being executed.

Dubai & UAE Advantage

Ranking / Indicator

| | | |
|---|---|--|
|  | Global Future Opportunities Index 2024 | Dubai ranked 4th globally |
|  | IMD World Competitiveness Yearbook 2024 | UAE ranked 7th globally |
|  | Global Talent Competitiveness Index 2023 | UAE ranked 22nd globally |
|  | National AI Strategy 2031 | UAE among the world's top AI-adopting economies |
|  | Digital Economy | UAE targeting 20% of GDP from digital economy by 2031 |
|  | Data & Analytics Talent Demand | Fastest-growing professional category across GCC public and private sectors |

Real-Time Global Project Exposure

JU students do not wait until graduation to work on real analytics challenges. From Year 1, the programme embeds international business data projects, AI-enhanced analytics initiatives, global consulting simulations, and cross-industry intelligence exercises into the academic experience. Graduates enter their first role with a portfolio of real analytical work — a distinction that matters decisively in competitive hiring environments where employers increasingly ask to see evidence of competency, not just academic grades.

100% Guaranteed Internship

Every eligible student is provided with internship opportunities through JU's industry ecosystem, ensuring practical workplace exposure and industry alignment prior to graduation. This is not an aspiration — it is a commitment.

Programme Overview

Programme Objectives & Graduate Attributes

The BBA Business Analytics programme at Jumeira University is designed to produce graduates who demonstrate mastery across five critical dimensions: analytical knowledge, professional competency, AI literacy, global business awareness, and data-driven leadership.

Programme Learning Outcomes (PLOs)

- 1** Demonstrate comprehension of business management concepts, principles, and theories, with specific application to data-driven business contexts.
- 2** Apply analytical and critical thinking skills to solve complex business problems using data, statistical methods, and business intelligence tools.
- 3** Analyse business issues and identify emerging technological solutions — including AI and machine learning applications — for ethical, evidence-based decision-making.
- 4** Employ collaborative skills in team settings to achieve synergistic analytical and business outcomes.
- 5** Examine global business trends, digital economy developments, and data-driven business practices.
- 6** Evaluate business and data scenarios for sustainability, responsible analytics, and long-term organisational impact.
- 7** Communicate data insights, analytical findings, and business recommendations through persuasive written and oral methods for diverse audiences.
- 8** Develop entrepreneurial and innovative approaches to business analytics challenges and data economy opportunities.
- 9** Formulate and implement data-driven solutions to business problems within the Business Analytics specialisation.

Graduate Attributes

| Attribute Dimension | What JU Builds |
|--|---|
| Building Knowledge & Understanding | Analytical knowledge of statistical methods, business intelligence systems, data visualisation, predictive modelling, and the AI technologies reshaping how organisations generate insight and make decisions |
| Building Interactive Personality & Societal Values | Skills to apply analytical thinking with ethical awareness, combining data-driven objectivity with an understanding of the social and organisational contexts in which data is used. |
| Building Self-Skills | Personal and professional skills to navigate a dynamic, data-intensive working environment — including the ability to learn new analytics tools rapidly as technology evolves. |
| Building Professional Skills | Professional analytics competencies grounded in rigour and ethics, equipped with modern data tools and AI-enhanced analytical capabilities that meet the specific demands of UAE and GCC employers. |

The Future of Finance & AI

Future career landscape

How AI & Data Are Transforming Business — and Creating Careers

Students entering the analytics workforce in 2028 and beyond will navigate a professional landscape that is simultaneously more data-rich, more AI-powered, and more strategically demanding than any previous era.

Business Analytics is experiencing one of the most significant professional transformations in its history. The convergence of Artificial Intelligence, Big Data platforms, real-time business intelligence systems, and predictive modelling has fundamentally reshaped what it means to be an analytics professional. Every organisation — from government to healthcare, banking to retail — is now making consequential decisions with data. The professionals who can build, interpret, and act on these systems are among the most sought-after in the UAE and globally.

How AI Is Transforming Business Analytics

AI is reshaping every dimension of analytics practice — from automated data cleaning and intelligent anomaly detection, to AI-generated forecasting models, natural language query interfaces for BI dashboards, and intelligent decision support systems. The analytics professional of the future must combine technical data capability with the business judgment to act on AI-generated insights — and the ethical awareness to govern how those insights are used. JU's programme builds all three dimensions.

How Data-Driven Business Is Evolving

Organisation-wide data strategies are becoming a C-suite priority. Boards that once made decisions based on intuition and experience now demand evidence: real-time performance dashboards, predictive risk models, AI-powered customer intelligence, and scenario-modelled strategic options. The analytics professional who can provide these — fluently, accurately, and in language that business leaders understand — has become one of the most valuable professionals in any modern organisation.

Emerging Analytics Careers

| Emerging Role | What It Requires | AI-Enhanced Dimension |
|----------------------------------|--|---|
| AI Business Analyst | Business acumen + AI tool proficiency + data interpretation | Business acumen + AI tool proficiency + data interpretation |
| Decision Intelligence Specialist | BI systems + predictive modelling + decision science | Building AI-augmented decision support architectures |
| Predictive Analytics Consultant | Statistical expertise + business forecasting + data strateg | AI-driven forecasting for demand, risk, and performance |
| Data Strategy Consultant | Enterprise data architecture + analytics leadership | Designing AI-ready data strategies at organisational level |
| Business Intelligence Strategist | BI platforms + executive communication + enterprise analytics | AI-enhanced BI dashboards for C-suite decision support |
| Performance Analytics Manager | KPI frameworks + data visualisation + business alignment | Automated AI-powered performance monitoring systems |
| Analytics Innovation Specialist | Emerging tech + business value translation + prototyping | Applying emerging AI analytics tools to solve business problems |
| Digital Business Analyst | Digital platforms + e-commerce analytics + conversion optimisation | AI-driven attribution, funnel analytics, and digital intelligence |

GCC & Global Opportunities

The GCC region is executing some of the world's most ambitious digital economy transformation agendas. UAE Vision 2031 and the National AI Strategy, Saudi Arabia's Vision 2030 digital infrastructure investments, and Qatar's data-driven national development programmes are collectively creating unprecedented demand for analytics professionals across the region. Global opportunities are equally strong, with demand for AI-enabled analytics professionals growing rapidly across the UK, EU, Singapore, and North America.

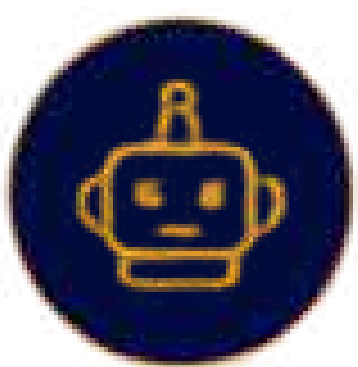
AI-Embedded Learning Ecosystem

At Jumeira University, AI integration in the BBA Business Analytics programme is foundational — woven into how students learn, how they are assessed, and how they apply their knowledge in real professional contexts. This ensures graduates do not merely know about AI in theory; they have practised working with AI tools throughout their four-year academic journey.

AI Across the Learning Experience



Adaptive learning pathways that adjust content and pacing based on individual student performance and learning patterns.



AI-powered academic support tools supplementing faculty in data analytics, statistical modelling, and business intelligence modules.



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



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



Writing and accessibility support tools — critical for students developing professional data communication and presentation skills.



Intelligent content recommendation curating industry-relevant datasets, BI case studies, and analytics platform resources.

TIER 1 — BEGINNER

Target: Year 1

AI fundamentals, responsible AI use, AI ethics, AI in analytics and daily professional life, AI governance and UAE AI policy.

TIER 2 — INTERMEDIATE

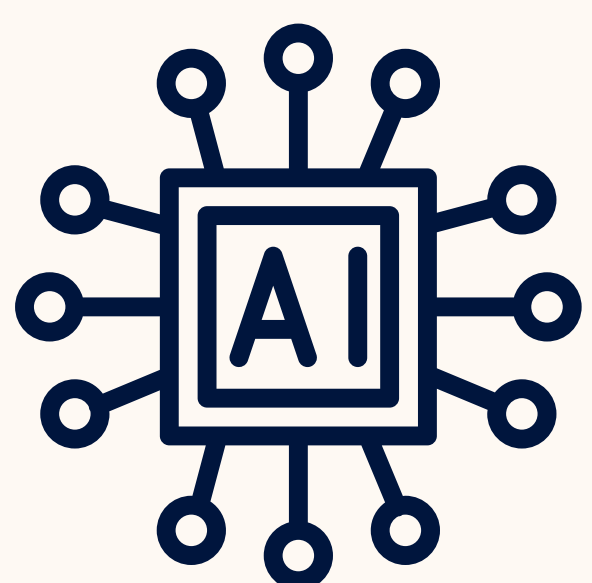
Target: Year 1

Prompt engineering for analytics tasks, AI tools in BI and data workflows, critical evaluation of AI-generated models and outputs.

TIER 3 — ADVANCED

Target: Year 1

AI applications in predictive analytics, AI-driven business research, building AI-augmented decision systems, AI leadership and governance.



Three-Tier AI Literacy Programme

All BBA Business Analytics students complete a structured, three-tier AI Literacy Programme developed and delivered by academic and practitioner AI experts. This programme builds AI capability progressively throughout the four-year student journey:

AI-Embedded Assessment Strategy

Every programme module incorporates AI-embedded assessment components. The Final Year BA Project (BU 490) requires demonstrable AI integration, including a structured reflective component using the Gibbs Reflective Framework. Analytics students practise reflecting on their AI-augmented analytical decision making — preparing them for the critical thinking expected of senior data professionals.

Domain-Specific AI in Business Analytics

The College of Business ensures BBA Business Analytics students engage with analytics-specific AI tools, datasets, and methodologies throughout their degree. Domain applications include:

- AI-powered predictive modelling tools for business forecasting, customer behaviour prediction, and risk assessment.
- Automated machine learning (AutoML) platforms providing access to AI model building without programming prerequisites.
- AI-enhanced business intelligence dashboards that surface real-time insights from live organisational data.
- Natural Language Processing tools for extracting business intelligence from unstructured data sources.
- AI-driven statistical analysis platforms accelerating data cleaning, pattern recognition, and anomaly detection.
- Guest practitioners from Dubai's banking, technology, and consulting sectors delivering applied AI analytics sessions.

Why Employers Seek AI-Enabled Analytics Professionals

Leading employers — from global consulting firms and financial institutions to UAE government entities and technology companies — are actively seeking analytics graduates who understand how to work with AI. JU graduates arrive having used AI tools throughout their degree, earned verified AI literacy credentials, and applied AI to real analytics projects. This distinction is increasingly decisive in UAE and GCC graduate recruitment, where demonstrable AI proficiency commands a measurable salary premium at entry level.

Industry Certifications Framework

Alongside the BBA degree, Jumeira University students build a portfolio of industry-recognised professional certifications that validate their practical analytics skills to employers. These certifications are embedded career accelerators — woven into the four-year academic journey and awarded at key milestones.

Certification Portfolio

| Certification | Focus Area | Year / Stage | Positioning |
|--|----------------------------|----------------------------|--|
| Microsoft Power BI / Tableau Specialist | Data Visualisation & BI | Year 3 | Validates proficiency in the industry's leading BI platforms — increasingly a baseline employer requirement for analytics roles. |
| Google Data Analytics Professional Certificate | Data Analytics Foundations | Year 2 | Internationally recognised foundational analytics credential — widely valued by UAE and global employers. |
| Statistical Analysis for Business Certificate | Quantitative Analytics | Year 2 | Confirms rigorous statistical competency across probability, regression, and modelling — core analytical currency. |
| Predictive Analytics Fundamentals Certificate | Forecasting & Modelling | Year 3 | Demonstrates the ability to build and interpret predictive models — a rapidly growing employer priority. |
| Marketing Analytics Practitioner Certificate | Applied Analytics | Year 3 | Applied analytics credential combining consumer data analysis with business insight generation. |
| AI Tools for Business Analysts Certificate | AI-Enhanced Analytics | Year 3 | Validates practical proficiency with AI tools in analytics workflows — increasingly decisive in hiring. |
| AI Literacy Certificate — Beginner | AI Foundations | Year 1 | Awarded on completion of Tier 1 AI Literacy Programme. |
| AI Literacy Certificate — Intermediate | Applied AI in Analytics | Year 2 | Awarded on completion of Tier 2 AI Literacy Programme. |
| AI Literacy Certificate — Advanced | AI Leadership in Analytics | Years 3–4 | Awarded on completion of Tier 3 AI Literacy Programme. |
| Employer Readiness Certification | Full Career Preparation | Year 4 / Graduation | Awarded on completion of all employability requirements: internship, bootcamps, and career modules. |

How Certifications Are Delivered

Certifications are aligned into the academic calendar at appropriate credit-hour milestones, ensuring they reinforce and complement the core curriculum rather than competing with academic study time. Students are supported by dedicated industry partnership advisors and career services staff to prepare for, register for, and complete each certification pathway. The cumulative certification portfolio is part of every JU graduate's formal professional record.

Why Certifications Matter to Employers

In the UAE and GCC graduate market, academic credentials alone are increasingly insufficient. Employers expect entry-level analytics candidates to demonstrate validated, tool-specific competencies before their first day. JU's certification framework ensures graduates enter recruitment processes with a credential portfolio that signals professional readiness, reduces onboarding cost, and demonstrates initiative — all qualities that accelerate hiring decisions in their favour.

Global Projects & Experiential Learning

Jumeira University's BBA Business Analytics programme delivers one of the most comprehensive project-based and experiential learning frameworks in UAE higher education. Analytics students engage with real data challenges, live business cases, international analytics simulations, and industry consulting exercises — accumulating a genuine professional portfolio long before graduation.

Real-Time Global Project Exposure

- International Business Data Projects: Students analyse real-world business data from international organisations and markets, applying statistical methods and BI tools to generate actionable insights and strategic recommendations.
- Global Analytics Consulting Challenges: Faculty-curated challenges drawn from multinational corporations, GCC government entities, and UAE-listed companies form the basis of applied analytics assessments across Years 2–4.
- Industry BI Consulting Partnerships: Selected students engage in structured consulting exercises with industry organisations, applying data visualisation, predictive analytics, and business intelligence in live professional contexts across Years 2–4.
- Cross-Industry Data Intelligence Projects: Students work with datasets across different sectors — banking, retail, healthcare, logistics — developing the analytical versatility that broad business analytics roles require.
- AI-Enhanced Business Analytics Projects: Applying AI tools and advanced data platforms to real business datasets — producing the analytical deliverables that modern employers value most, including AI-informed strategic recommendations.
- Global Virtual Analytics Projects: Through international partner networks, students collaborate with peers and professionals across countries, simulating the experience of working in global analytics teams on live business intelligence challenges.

Capstone Project: BA Project (BU 490)

The Year 4 BA Project is the culmination of the JU experiential learning journey. Each student produces a professionally structured business analytics research or consultancy project in their concentration area, incorporating AI-enhanced research methodologies, predictive analytics, and structured reflective practice using the Gibbs Reflective Framework. Projects are assessed by both academic faculty and industry practitioners — and represent the highest-quality analytical work in each student's professional portfolio.

Future Skills Bootcamps

- Analytics Tools & BI Fundamentals Bootcamp (Year 1–2): Introduction to Excel advanced analytics, Power BI, and basic data visualisation.
- Advanced Analytics & AI Tools Bootcamp (Year 2–3): Hands-on practice with AI-enhanced analytics platforms, predictive modelling tools, and BI dashboard design.
- Business Intelligence Leadership Bootcamp (Year 3): Executive-level BI communication, data storytelling, and presenting analytical insights to business decision-makers.
- Career Accelerator Bootcamp: Portfolio, Interview & Professional Presence (Year 4): Analytics portfolio development, interview preparation, salary negotiation, and LinkedIn strategy for analytics professionals.



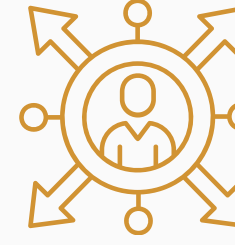



Guaranteed Internship Pathway

100% GUARANTEED INTERNSHIP

Every eligible student is provided with internship opportunities through JU's industry ecosystem, ensuring practical workplace exposure and industry alignment prior to graduation.

The BA Internship (BU 499) is a formal 3-credit-hour programme requirement completed after 90 credit hours. It is fully supported by JU's industry partnerships team and career services infrastructure, ensuring every eligible student secures a relevant, high-quality analytics internship placement before graduation.

Internship Outcomes & Benefits

| Benefit | What It Delivers for Analytics Students |
|--|---|
|  Workplace Readiness | Real-world exposure to professional analytics environments — applying BI tools, data pipelines, and analytical workflows in live organisational contexts. |
|  Professional Networking | Direct relationships with analytics professionals, data managers, BI leads, and hiring managers who can become references, mentors, or future employers. |
|  Industry Exposure | Understanding of how analytics theories, statistical models, and BI frameworks operate in live organisational data environments across UAE sectors. |
|  Employability Development | Documented, verifiable analytics experience on the graduate CV — increasingly decisive in UAE and GCC analytics recruitment where practical experience is a differentiator. |
|  Career Acceleration | Many students convert internships into direct employment offers, dramatically accelerating their transition from student to analytics professional. |
|  Portfolio Evidence | Internship deliverables — dashboards built, models developed, analyses completed — become the most compelling portfolio evidence a graduate can present in interviews. |

Career Opportunities

Graduates of the BBA Business Analytics programme are positioned for a wide spectrum of career opportunities across the UAE, GCC, and global markets. Drawing on the programme's career prospects data, graduates of the Business Analytics concentration excel as data analysts, business intelligence specialists, strategy analysts, operations analysts, and analytics consultants — across sectors ranging from financial services and government to technology, healthcare, and consulting.

| Career Role | Sector | AI-Enhanced Dimension |
|-------------------------------|--|--|
| Business Analyst | Corporate Strategy, Operations, Consulting | AI-assisted scenario modelling, automated process analysis, intelligent requirements definition. |
| Data Analyst | Technology, Banking, Retail, Healthcare | AI-powered data processing, pattern recognition, automated insight generation. |
| Business Intelligence Analyst | BI Functions, Finance, Operations | AI-enhanced BI dashboards, automated reporting, real-time performance intelligence. |
| Reporting Analyst | Finance, Government, Corporate | Automated AI-updated reports, dynamic dashboards, KPI monitoring systems. |
| Operations Analyst | Logistics, Manufacturing, Services | AI-driven operational optimisation, predictive maintenance, process intelligence. |
| Market Research Analyst | Research Agencies, Corporate Strategy | AI-assisted survey design, automated data synthesis, predictive consumer modelling. |
| Strategy Analyst | Management Consulting, Corporate Strategy | AI-enhanced strategic scenario modelling, competitive intelligence, market forecasting. |
| Performance Analytics Manager | Finance, Corporate, Government | AI-powered KPI tracking, predictive performance forecasting, executive dashboarding. |
| Customer Insights Analyst | Retail, Banking, FMCG | AI-driven customer segmentation, behavioural analytics, predictive loyalty modelling. |
| Analytics Consultant | Consulting Firms, Advisory | Strategic analytics advisory with AI-enhanced business intelligence and data strategy. |
| AI Business Analyst | Technology, Finance, Digital | Specialist AI tools for business decision support, model governance, impact assessment. |

| | | |
|----------------------------------|--|---|
| Predictive Analytics Consultant | Financial Services, Risk, Supply Chain | AI-driven forecasting models for risk, demand, and strategic planning. |
| Decision Intelligence Specialist | Strategy, Technology, Operations | AI-powered decision support systems, scenario simulation, intelligent automation. |
| Business Intelligence Strategist | Enterprise Analytics, BI Leadership | Enterprise BI architecture with AI-enhanced data governance and platform strategy. |
| Data Strategy Consultant | Digital Transformation, Advisory | Designing AI-ready organisational data strategies at enterprise level. |
| Digital Business Analyst | E-Commerce, Technology, Digital Agencies | AI-enhanced digital funnel analytics, conversion optimisation, attribution modelling. |

Graduate Salaries & Market Demand

The BBA Business Analytics from Jumeira University is designed to deliver measurable, long-term financial return on the investment students and families make. Business Analytics is one of the most well-compensated entry-level disciplines in the UAE and GCC — and the combination of triple certification, AI literacy, and practical experience places JU graduates in the strongest possible position within the graduate analytics market.

Graduate Starting Salaries — UAE & GCC Market

| | | |
|--|--|--|
| AED 9,000–14,000 | AED 9,000–14,000 | AED 9,000–14,000 |
| Average Graduate Entry Salary Analytics roles, Dubai / UAE | Mid-Career Analytics Manager 3–5 years experience, UAE | Head of Analytics / CDO 8+ years, GCC market |

Salary Benchmarks by Role — Entry Level

| Role | UAE Entry Salary Range (AED/month) | With AI Skills Premium |
|-----------------------------------|------------------------------------|------------------------|
| Business Analyst / Junior Analyst | AED 7,000 – 11,000 | AED 9,000 – 14,000 |
| Data Analyst | AED 9,000 – 14,000 | AED 11,000 – 18,000 |
| Business Intelligence Analyst | AED 9,000 – 15,000 | AED 12,000 – 19,000 |
| Reporting / Operations Analyst | AED 7,000 – 11,000 | AED 9,000 – 14,000 |
| Market Research Analyst | AED 8,000 – 13,000 | AED 10,000 – 16,000 |
| Strategy Analyst | AED 10,000 – 15,000 | AED 12,000 – 19,000 |
| Analytics Consultant | AED 10,000 – 16,000 | AED 13,000 – 20,000 |
| AI Business Analyst (Emerging) | AED 12,000 – 18,000 | AED 15,000 – 24,000 |

Note

Salary ranges are indicative market benchmarks based on current UAE and GCC hiring data. Actual salaries vary by organisation, sector, individual performance, and specific role scope. Professionals holding additional industry certifications and demonstrable AI capability consistently command salaries at the upper end of or above these ranges.

The AI Skills Premium in Analytics

Analytics professionals who enter the workforce with verified AI literacy and AI tool proficiency command a measurable salary premium from day one. Current UAE market data indicates that analytics graduates with demonstrated AI capability earn 15–30% more at entry level than peers without AI credentials — a premium that grows over time as AI becomes a more central competency in senior analytics and data leadership roles. JU's AI-embedded programme architecture directly translates into financial advantage for graduates

Market Demand — Why Analytics Talent Is In Demand

| Demand Driver | What This Means for JU Graduates |
|-------------------------------|--|
| UAE's D33 Agenda | Dubai's ambition to double its economy by 2033 is driving massive investment in digital infrastructure, AI-powered government services, and data-driven economic planning — creating sustained demand for analytics professionals. |
| National AI Strategy 2031 | UAE's commitment to become a global AI leader by 2031 is generating thousands of new roles requiring professionals who can deploy, manage, and interpret AI-powered analytical systems |
| Banking & FinTech Expansion | Digital banking, FinTech growth, and risk analytics transformation across the GCC demand analysts who can model credit risk, detect fraud, and optimise financial performance using AI. |
| Healthcare Data Analytics | UAE's Vision 2031 health sector targets require analytics professionals to drive operational efficiency, patient outcome modelling, and AI-supported clinical decision making. |
| E-Commerce & Retail Analytics | UAE e-commerce growth demands specialists in customer behaviour analytics, inventory optimisation, pricing models, and AI-driven personalisation at scale. |

| Demand Driver | What This Means for JU Graduates |
|-----------------------------------|--|
| Government Digital Transformation | UAE and GCC government entities are digitising services and adopting data governance frameworks — requiring analytics professionals with public sector data capability. |
| SME & Start-up Ecosystem | Dubai's growing start-up ecosystem requires data-literate business analysts who can build analytics infrastructure, interpret growth data, and support evidence-based strategic decisions from early stage |

Programme Return on Investment

Total 4-Year Programme Investment: ~AED 198,000 (tuition) + fees

Year 1 Graduate Salary: AED 9,000–14,000/month (AED 108,000–168,000 per year)





Estimated Break-Even Point: Within 18–24 months of graduation

10-Year Career Earnings Potential (conservative): AED 2.8M–5M+ — among the highest trajectories in business education

Graduate Employability Advantage

A JU BBA Business Analytics graduate does not enter the job market as merely an academically qualified candidate. They enter as a verified, industry-ready analytics professional — with documented project experience, AI-validated credentials, internship-backed professional exposure, and an analytics portfolio that demonstrates both technical capability and business judgment.

The JU Business Analytics Employability Ecosystem

| Competency | How JU Develops It | Employer Relevance |
|---|--|---|
|  Statistical Modelling | BA 211 Advanced Statistics, statistical analysis projects, industry datasets | Rigorous quantitative competency — the foundational analytical currency valued by all analytics employers. |
|  Business Intelligence | IT 404 BI & Data Analytics, Power BI / Tableau bootcamps, dashboard projects | Proficiency in BI platforms expected by virtually all analytics employers across UAE sectors. |
|  Data Visualisation | BA 416 Data Visualisation, BI dashboard projects, data storytelling workshops | Ability to translate complex data into clear, actionable visual narratives — decisive in stakeholder communication. |
|  Predictive Analytics | BA 419 Big Data Analytics, forecasting projects, AI-enhanced modelling workshops | Forward-looking analytical capability that business leaders increasingly depend on for strategic planning. |

| | | | |
|---|----------------------------|--|---|
|  | Marketing Analytics | BA 418 Marketing Analytics, campaign analysis projects, consumer insight exercises | Applied analytics capability connecting data to consumer and business performance — valued across all commercial sectors. |
|  | AI Literacy | Three-tier AI Literacy Programme, AI-embedded assessments | Growing baseline requirement in analytics recruitment — and a significant salary premium differentiator. |
|  | Data Management | BA 212 Data Management, database design challenges | Data governance and management capability essential for working in enterprise analytics environments. |
|  | Strategic Thinking | BU 406 Business Strategy, capstone project, global consulting simulation | Strategic planning capability that elevates an analytics professional from technical contributor to business leader. |
|  | Research Methodology | BU 403 Business Research Methodology, capstone project | Evidence-based approach to business problem solving — validates the academic rigour of analytical output. |
|  | Professional Communication | BU 305 Corporate Communication, BU 240 Business Writing, presentations | Board-level and client-facing data communication readiness — critical for analytics roles with stakeholder visibility. |

Career Progression Pathway

| | |
|----------------------|--|
| ENTRY LEVEL | Business Analyst · Data Analyst · Reporting Analyst · Operations Analyst · Market Research Analyst Business Intelligence Associate · Strategy Analyst · Junior Analytics Consultant |
| MID LEVEL | Senior Business Analyst · Analytics Manager · BI Manager · Data Strategy Specialist Performance Analytics Manager · Operations Excellence Manager · AI Analytics Specialist |
| SENIOR LEADER | Head of Analytics · Director of Business Intelligence · Chief Data Officer (CDO) Chief Analytics Officer (CAO) · Strategy Director · Digital Transformation Director |

Complete Approved Curriculum Structure

120 Credit Hours — Reproduced Exactly as Approved by CAA

Academic Integrity Notice

The following curriculum structure is reproduced exactly as approved by the Commission for Academic Accreditation (CAA). No course names, credit hours, sequences, or prerequisites have been modified. This is the official approved academic structure of the BBA Business Analytics programme.

University Requirements — 24 Credit Hours

Core Courses — 18 Credit Hours

| Course 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 | | 18 | Credit Hours |

Elective Courses — 6 Credit Hours

| Course 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 | | 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 |
| 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

| 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 |

Programme 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 |

Programme 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 / Business Analytics Core Courses — 15 Credit Hours

| Course Code | Course Title | CH | Requisites |
|-------------|---------------------|----|----------------|
| BA 211 | Advanced Statistics | 3 | MA 110 |
| BA 212 | Data Management | 3 | FN 301 |
| BA 416 | Data Visualisation | 3 | MA 110, IT 108 |
| BA 416 | Marketing Analytics | 3 | MR 103, MA 110 |
| BA 419 | Big Data Analytics | 3 | IT 404 |
| Total | | 15 | Credit Hours |

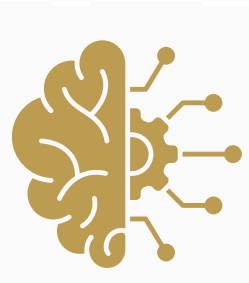



AI Certifications & Project Ecosystem — Year-by-Year Map

How This Section Works

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

Analytics 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. |
|  UAE Business Data Intelligence Project | Experiential Learning | Analysis of a real-world UAE market data challenge aligned to introductory analytics and management content. |
|  UAE Financial Landscape Project | Career Readiness Module | Introduction to Excel analytics, BI tool landscape, and data literacy foundations. |



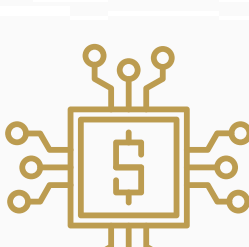



Year 2

Applied Analytics & 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. |
|  Google Data Analytics Professional Certificate | Industry Certification | Foundational analytics certification — widely recognised by UAE and global employers. |
|  Statistical Analysis for Business Certificate | Industry Certification | Rigorous quantitative analytics certificate across probability, regression, and statistical modelling. |
|  Analytics Tools & BI Fundamentals Bootcamp | Future Skills Bootcamp | Hands-on practice with Power BI, Excel analytics, and data visualisation fundamentals. |
|  Statistical Analysis Project — Cross-Industry | Industry Simulation | Applied statistical analysis using UAE business datasets across multiple sectors. |

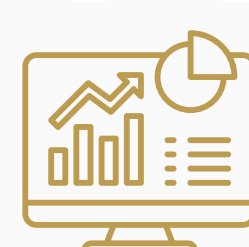
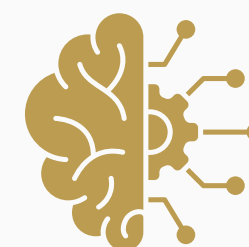





Year 3

Industry Application & Professional Certifications

| Activity / Certification | Type | Description |
|---|------------------------|---|
|  Microsoft Power BI / Tableau Specialist | Industry Certification | Validates proficiency in business intelligence and analytics tools applied to financial data. |
|  Predictive Analytics Fundamentals Certificate | Industry Certification | Demonstrates competency in audit methodology and assurance frameworks. |
|  Marketing Analytics Practitioner Certificate | Industry Certification | Validates practical understanding of digital banking, payments, and FinTech innovation. |
|  AI Tools for Business Analysts Certificate | Industry Certification | Hands-on practice with AI-enhanced financial analytics platforms. |
|  Advanced Analytics & AI Tools Bootcamp | Future Skills Bootcamp | Live consulting engagement applying financial analysis and strategic recommendations to real industry data. |
|  Industry Analytics Consulting Project | Real-World Project | Live consulting engagement with an industry partner applying data analysis and business intelligence. |

Year 4

Career Acceleration & 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. |
|  CAP Preparation Programme | Industry Certification Prep | Advanced AI applications in FP&A: intelligent forecasting, automated variance analysis, predictive budgeting. |
|  Decision Intelligence & Responsible AI Certificate | Professional Certification | Final Year BA Project with demonstrable AI integration and Gibbs Reflective Framework component. |
|  BA Capstone Project — AI-Enhanced | Capstone Enhancement | Final Year BA Project (BU 490) 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 an analytics-relevant UAE organisation. |
|  Career Accelerator Bootcamp | Employability Module | Interview preparation, analytics portfolio development, salary negotiation, LinkedIn strategy, employer engagement. |

Industry Readiness Framework

Progressive Four-Year Journey from Analytics Foundations to Career-Ready Leadership

The BBA Business Analytics programme is structured around a progressive four-year journey from data fundamentals to career-ready analytical leadership — each year with a distinct developmental purpose and measurable outcomes.

| Year & Theme | Academic Focus | AI & Certifications | Career Activities | Key Milestone |
|--|--|---|---|---|
| Year 1 Foundation | Analytics Foundations | University core, management, accounting, marketing principles, MIS, statistics, entrepreneurship, UAE context. | AI Literacy Beginner Certification. UAE Data Intelligence Project. Analytics Tools Awareness Workshop | AI Literacy Certificate — Beginner. Analytics Portfolio Entry. |
| Year 2 Skill Build | Applied Analytics & Statistical Modelling | Financial Management, Ethics, Leadership, Economics, International Business, Advanced Statistics (BA 211), Data Management (BA 212). | AI Literacy Intermediate. Statistical Analysis Certificate. Data Management Certificate. Analytics tools bootcamps. Cross-industry data project. | AI Literacy — Intermediate. Statistical Analysis Certificate. Data Management Certificate. |
| Year 3 Industry Application | BI Platforms & Predictive Analytics | HR Management, CRM, Business Strategy, Research Methodology, Project Management, Business Intelligence (IT 404), Data Visualisation (BA 416), Marketing Analytics (BA 418). | Power BI / Tableau Certification. Marketing Analytics Certificate. Predictive Analytics Certificate. Industry consulting project. Global analytics challenge. | Power BI / Tableau Certification. Marketing Analytics Certificate. Live Project Portfolio. |
| Year 4 Career Launch | Big Data, AI & Leadership | Corporate Strategy, Big Data Analytics (BA 419), BA Project (BU 490), BA Internship (BU 499). | Advanced AI Literacy. CAP Prep. Decision Intelligence Certificate. AI-enhanced capstone. Guaranteed internship. Career Accelerator Bootcamp. | BBA Degree. Full Certification Portfolio. Employer Readiness Certification. Internship-Verified Experience. |

Why This Degree Delivers Long-Term ROI

Choosing a degree is one of the most consequential investments a student and their family will make. The BBA Business Analytics 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 | Analytics Leadership Potential

The programme is designed not merely to produce competent analytics practitioners, but to develop future analytics leaders. Business Strategy, Project Management, Leadership, Organizational Behavior, and Corporate Communication sit alongside analytics concentration courses — ensuring graduates possess the leadership vocabulary, business acumen, and cross-functional competency to ascend to CDO and CAO-level 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**  An Employer Readiness Certification
confirming full career preparation
- 07**  A starting salary benchmark of AED 9,000
14,000/month and a 10-year earnings potential of AED
2.8M–5M+

This is not just a degree.

It is a comprehensive finance career launch platform.

Testimonials



Noor Al Mazrouei

Business Analytics

Studying Business Analytics at Jumeira University has helped me understand how data can support better decision-making in today's business environment. Through practical learning and analytical projects, I developed problem-solving skills and gained confidence in using data to create meaningful insights.



Latifa Al Nuaimi

Business Analytics

The Business Analytics programme gave me the opportunity to combine technology with business knowledge in a practical and engaging way. The supportive learning environment and hands-on experiences strengthened my analytical thinking and prepared me for future career opportunities



Hessa Al Suwaidi

Business Analytics

What I value most about the Business Analytics programme is the way it connects theory with real-world applications. Learning how to interpret data and transform information into business strategies inspired me to pursue a career where I can contribute to innovation and smarter decision-making.



Are You Ready to Become The Next Generation Business Analytics Leader?

The data economy is not waiting. The organisations hiring analytics professionals 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
- ✓ Business Intelligence Skills
- ✓ Data-Driven Leadership
- ✓ Dubai-Based Education
- ✓ Dubai-Based Education

In four years, you could be the analyst who helps a UAE organisation make better decisions every single day.

The dashboard that changes a board decision. The forecast that prevents a business loss. The insight that unlocks a market.

That career begins at Jumeira University.

Apply Now



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