

College of Computing &  
Information Technology

# Bachelor of Science in Computer Science

## Concentration in Data Science

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

Building Future Business Leaders for  
an AI-Powered Data Economy



## Programme Snapshot



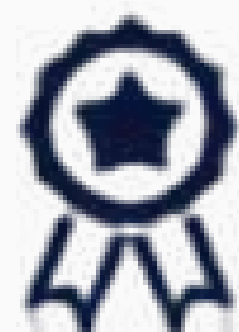
**120**

Credit Hours



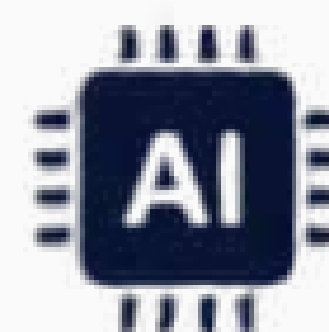
**4**

Years



**CAA**

Accredited



**AI**

Embedded



**100%**

Internship

# Welcome to the Future of Data Science

## A Message from the Faculty

“ We live in the age of data. Every business decision, every strategic insight, every competitive advantage in the modern economy is built on the ability to collect, analyse, interpret, and act on information at speed. The organisations that will define the next decade — across every sector from finance and healthcare to government and technology — will be led by professionals who can turn data into intelligence, and intelligence into action.

Jumeira University's Bachelor of Science in Computer Science with a Concentration in Data Science was built for this reality. It is a programme that does not merely teach you about data — it equips you to lead with it. From your first semester, you will be working with real datasets, industry tools, and AI-enhanced analytical 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 most ambitious data economies — and Jumeira University places you at the heart of it. Welcome to the programme that will define your career.



# Why Study Data Science in the AI Era?

## The Data Economy Has Arrived — and It Needs You

The world generates more data every two days than was created in all of human history up to 2003. By 2030, the global data economy will be worth over \$400 billion. Every organisation — from sovereign wealth funds and multinational corporations to hospitals and government ministries — is dependent on data professionals who can extract meaning from complexity and translate that meaning into strategic action.



### The AI Transformation

The world generates more data every two days than was created in all of human history up to 2003. By 2030, the global data economy will be worth over \$400 billion. Every organisation — from sovereign wealth funds and multinational corporations to hospitals and government ministries — is dependent on data professionals who can extract meaning from complexity and translate that meaning into strategic action.



### The Future Workforce

The World Economic Forum identifies Data Analysts, Machine Learning Specialists, and Business Intelligence Engineers among the fastest-growing professions globally. In the UAE and GCC, digital economy transformation agendas are creating unprecedented demand for data professionals at every career level — from graduate analyst to Chief Data Officer.



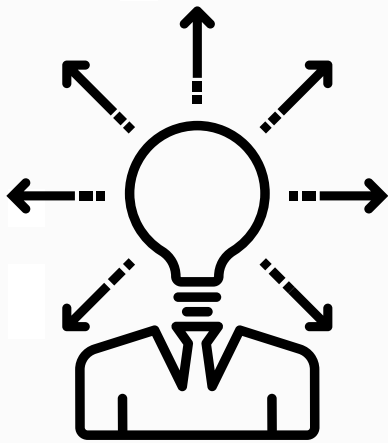
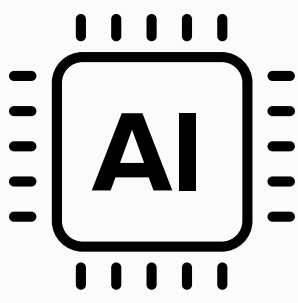

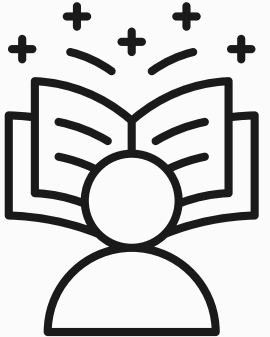


### What This Means for You

Traditional data workers interpreted historical information. The data professionals of the AI era do something far more powerful — they build the predictive systems, intelligent models, and analytical architectures that allow organisations to anticipate the future. Jumeira University's BSc Data Science programme prepares you to do exactly that.

# Capability

## What You Will Be Able to Do

	<b>Data Analytics</b>	Collect, clean, analyse, and interpret large-scale datasets using statistical and computational methods
	<b>Predictive Modelling</b>	Build machine learning models that forecast trends, behaviours, and outcomes across business sectors
	<b>Business Intelligence</b>	Design and deploy BI dashboards, reporting systems, and data visualisation solutions for decision-makers
	<b>AI-Powered Analytics</b>	Apply generative AI, automated machine learning, and NLP to solve complex analytical challenges
	<b>Big Data Engineering</b>	Work with large-scale data infrastructure, distributed computing frameworks, and cloud analytics platforms
	<b>Data Storytelling</b>	Communicate complex analytical findings in clear, compelling language that drives organisational decisions



## Programme Overview

# BSc Computer Science Data Science Concentration

The Bachelor of Science in Computer Science with a Concentration in Data Science at Jumeira University is a rigorous, 120-credit-hour undergraduate programme that combines the computational foundations of computer science with advanced data science and analytics specialisation. Fully accredited by the Commission for Academic Accreditation (CAA), the programme is structured over four years of full-time study and produces graduates with both the theoretical depth and the practical capability to lead data functions in any organisation.

The programme goes far beyond traditional computer science education. Students develop expertise in algorithms, database systems, software engineering, and networks — while simultaneously specialising in data science through dedicated concentration courses covering Business Intelligence Systems, Big Data Concepts, Programming for Big Data, Text and Web Analytics, and Mining and Predictive Analytics

Every dimension of the programme is enhanced by AI integration: through AI-embedded teaching and learning, three-tier AI literacy certification, industry certifications embedded across four years, and guaranteed internship placement within JU's employer ecosystem. Graduates leave not just with a degree, but with a complete professional launch package designed for the AI-powered data economy.



### Degree

Bachelor of Science in  
Computer Science (BSc)



### Concentration

Data Science



### Accreditation

Commission for Academic  
Accreditation (CAA)



### Duration

4 Years | Full-Time



### Credit Hours

120 Credit Hours

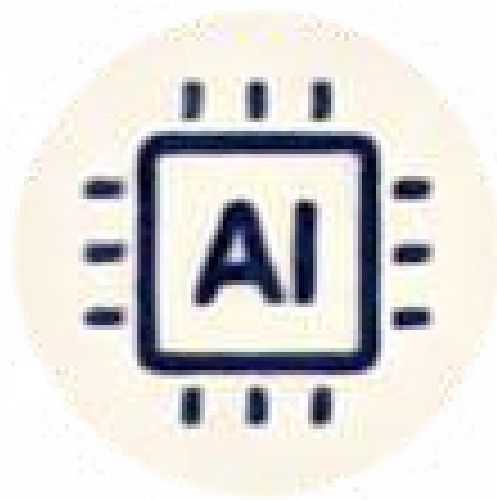


### Location

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

# Why Choose BSc Data Science at Jumeira University?

## Six Reasons This Programme Stands Apart



01

### AI-Embedded Learning

AI is woven throughout every year of the programme — through adaptive learning platforms, AI-embedded assessments, domain-specific AI tools, and a three-tier AI Literacy Certification that takes students from AI fundamentals to AI-driven research leadership.



02

### Triple Certification

Students graduate with three credential layers: an accredited BSc degree, globally recognised industry certifications in data science and analytics tools, and AI literacy certifications — creating an employer-ready professional profile



03

### 100% Guaranteed Internship

Every eligible student receives internship opportunities through JU's industry ecosystem — providing real-world data science exposure in UAE organisations before graduation. The CS Internship (CG 490) is a formal programme requirement, not an aspiration.



04

### Real-World Project Experience

Students work on live data challenges, business intelligence projects, global analytics simulations, and predictive analytics competitions — building a professional portfolio of real analytical work that employers across the UAE and GCC find decisively compelling.



05

### CAA-Accredited & Industry-Aligned

The curriculum is fully approved by the Commission for Academic Accreditation and regularly updated in collaboration with industry leaders to reflect current tools, trends, and employer requirements. This is computer science education as it exists today — not as it existed a decade ago.



06

### The Dubai Advantage

Studying in Dubai means studying in the GCC's most data-intensive business environment. Proximity to sovereign wealth funds, smart government initiatives, global technology companies, and emerging FinTech ecosystems provides a professional context that no other city in the region can replicate

## The Future of Finance & AI

# The Future of Data Science & AI

## The Analytics Revolution Is Accelerating

The convergence of Artificial Intelligence, Big Data platforms, cloud computing, and predictive analytics is creating the most significant transformation in the history of data science. 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



AI Data Scientist



Financial modelling + statistics + business acumen



Applying AI tools to forecasting, valuation, and investment analysis



Predictive Analytics Specialist



Statistical modelling + data engineering + forecasting



AI-driven risk detection, fraud monitoring, and compliance reporting



Business Intelligence Engineer



BI platforms + data architecture + executive communication



Supporting AI-enabled digital banking and payment innovation



Data Strategy Consultant



Enterprise data architecture + business strategy + AI governance



AI-powered anomaly detection and continuous audit techniques



Machine Learning Engineer



Python + algorithms + cloud platforms + MLOps



AI-enhanced liquidity forecasting and treasury decision support



Decision Intelligence Analyst



Behavioural analytics + decision science + AI tools



AI-powered decision support systems for executive and operational leadership



### GCC & Global Market Demand

The UAE National AI Strategy 2031, Saudi Arabia's Vision 2030, and Qatar's digital economy roadmap are collectively investing hundreds of billions of dirhams in data infrastructure, AI capabilities, and digital talent development. The GCC is actively seeking data science 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 data science graduates to arrive with validated, tool-specific competencies that signal professional readiness before their first day. Jumeira University's Triple Certification framework ensures every BSc Data Science graduate enters recruitment processes with three credential layers that create a uniquely compelling professional profile



### Credential 01 —

## Accredited Academic Degree

Bachelor of Business Administration  
Accounting & Finance Concentration

CAA Accredited      120 Credit Hours      4 Years

### Credential 02 —

## Industry Certifications

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

### 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

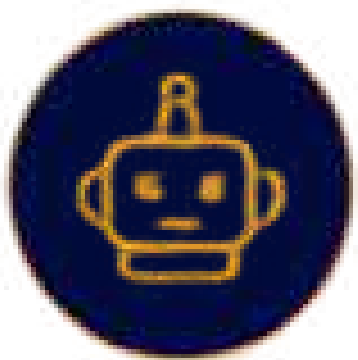
At Jumeira University, AI integration in the BBA Accounting & Finance programme is foundational, embedded into how students learn, how they are assessed, how they access academic support, and how they apply their knowledge in professional financial contexts. Graduates do not merely know about AI in theory;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

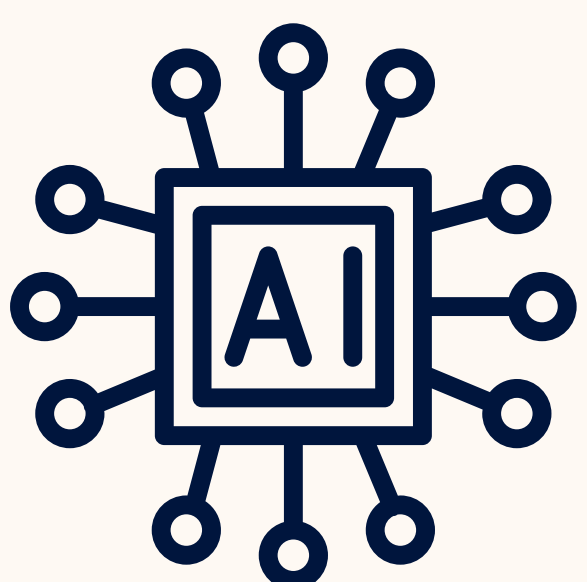
Tier

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	Focus Area	Year / Stage	Employer Value
 <b>Python for Data Science Certificate</b>	Programming & Data Engineering	<b>Year 1</b>	Core technical credential validating accounting fundamentals, a baseline expectation for finance roles.
 <b>Statistical Analysis &amp; Machine Learning Fundamentals</b>	Quantitative Analytics	<b>Year 2</b>	Confirms rigorous financial analysis competency across forecasting and valuation.
 <b>SQL for Data Analytics Certificate</b>	Database & Data Management	<b>Year 2</b>	Validates financial modelling and spreadsheet proficiency, required across virtually every finance role.
 <b>Microsoft Power BI / Tableau Specialist</b>	Data Visualisation & BI	<b>Year 3</b>	Validates proficiency in business intelligence and analytics tools applied to financial data.
 <b>Big Data &amp; Cloud Analytics Certificate</b>	Big Data Platforms	<b>Year 3</b>	Demonstrates competency in audit methodology and assurance frameworks.
 <b>AI Tools for Data Scientists Certificate</b>	AI-Enhanced Analytics	<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

Jumeira University's BSc Data Science programme delivers one of the most comprehensive project-based and experiential learning frameworks in UAE higher education. Students engage with real data challenges, live business intelligence projects, international analytics simulations, and data competitions from Year 1 — accumulating a genuine professional portfolio long before graduation.

## Project-Based Learning Activities

- UAE Business Data Intelligence Projects: Analysis of real-world UAE market and organisational datasets — applying statistical methods, database querying, and BI tools to generate actionable insights.
- Global Analytics Consulting Challenges: Faculty-curated challenges drawn from multinational corporations, GCC government entities, and UAE-listed companies forming the basis of applied analytics assessments.
- Data Visualisation Competitions: Students create compelling data stories and BI dashboards from complex datasets, developing the data communication skills employers prioritise.
- Predictive Analytics & Machine Learning Projects: Applying ML algorithms to real business problems — generating the forecasting models and predictive outputs that modern data roles require.
- Big Data Case Studies: Working with large-scale datasets across industries including finance, retail, healthcare, and government — building the data engineering skills needed for enterprise data roles.
- AI-Enhanced Analytics Projects: Applying AI tools, automated machine learning, and generative AI to real analytical challenges — producing the deliverables modern employers find most compelling.
- Global Virtual Analytics Projects: Through international partner networks, students collaborate across countries, simulating the experience of working in global data teams on live intelligence challenges.

## Future Skills Bootcamps





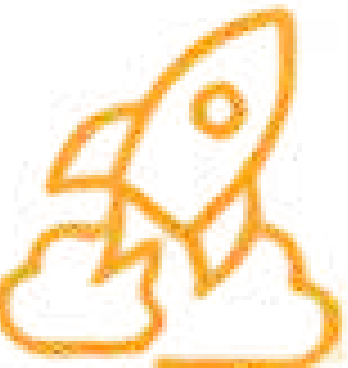
Bootcamp	Year	Content
Data Science Foundations Bootcamp	Year 1-2	Introduction to Python, SQL, Excel analytics, and data literacy fundamentals.
Analytics Tools & BI Platforms Bootcamp	Year 2-3	Hands-on practice with Power BI, Tableau, and data visualisation best practices.
Machine Learning & AI Analytics Bootcamp	Year 3	AI-enhanced analytics platforms, ML model deployment, and predictive modelling tools.
Career Accelerator Bootcamp	Year 4	Portfolio development, interview preparation, LinkedIn strategy, and employer engagement.

# 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.

The CS Internship (CG 490) 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 data science internship placement before graduation.

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 BSc Data Science From JU Takes You

Graduates of the BSc Data Science programme are positioned for a wide spectrum of career opportunities across the UAE, GCC, and global markets. The combination of computer science foundations, data science specialisation, AI literacy, and industry certifications creates a professional profile that is relevant across every sector of the modern economy.

Career Role	Sector	AI-Enhanced Dimension
<b>Data Scientist</b>	Technology, Finance, Healthcare, Government	Building and deploying ML models that automate analytical decision-making at scale.
<b>Data Analyst</b>	All Sectors	AI-powered data processing, automated pattern recognition, and intelligent insight generation.
<b>Business Intelligence Analyst</b>	Finance, Operations, Government	AI-enhanced BI dashboards, automated reporting, real-time performance intelligence.
<b>Machine Learning Engineer</b>	Technology, FinTech, AI Companies	Deploying production ML systems that power organisational intelligence and decision automation.
<b>Predictive Analytics Specialist</b>	Finance, Retail, Healthcare	AI-driven forecasting models for demand, risk assessment, and strategic planning.
<b>Data Engineer</b>	Technology, Cloud Platforms	Building and maintaining the data pipelines and infrastructure that power analytical systems.
<b>Analytics Consultant</b>	Consulting, Advisory	Strategic data advisory with AI-enhanced BI, predictive modelling, and data strategy.
<b>Data Visualisation Specialist</b>	Marketing, Operations, Government	AI-enhanced visualisation platforms and data storytelling for executive and public audiences.
<b>Business Intelligence Strategist</b>	Enterprise, BI Leadership	AI-powered enterprise BI architecture and data governance strategy.
<b>AI Analytics Specialist</b>	Technology, Digital Transformation	Specialist AI tools for business intelligence, model governance, and impact assessment.
<b>Decision Intelligence Analyst</b>	Strategy, Technology	AI-powered decision support systems and scenario simulation for leadership teams
<b>Data Science Associate / ML Associate</b>	Technology, Research, Startups	Entry-level model development and deployment in AI-first organisations.

# 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

 <b>Validated Technical Skills</b>	> Industry certifications in Python, SQL, Power BI, Machine Learning, and Big Data 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 salary premium in UAE and GCC data 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>	> Analytically rigorous project work — datasets analysed, models built, dashboards created — provides concrete evidence of capability that grades alone cannot demonstrate.
 <b>Academic Foundation</b>	> A CAA-accredited BSc degree from Jumeira University Dubai — recognised by UAE employers, professional associations, and international graduate programmes.

## The Dubai Advantage — Why Location Matters

UAE / Dubai Indicator	Why It Matters for Finance Careers
UAE National AI Strategy 2031	Government-driven AI adoption creating sustained public-sector demand for AI-enabled data professionals.
Dubai Smart City Initiatives	World-leading smart governance generating unprecedented data infrastructure and analytics talent requirements.
DIFC FinTech Ecosystem	One of the world's fastest-growing financial technology hubs, with intensive data science talent demand.
Global Talent Competitiveness	UAE ranked 22nd globally (GTCI 2023) — international employer presence creates globally portable career opportunities.
Digital Economy Target	UAE targeting 20% of GDP from digital economy by 2031 — creating structural, long-term demand for data professionals.

# Programme Learning Outcomes

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

The BSc Computer Science with Data Science Concentration programme is structured around ten Programme Learning Outcomes (PLOs) that collectively define the knowledge, skills, and professional competencies every graduate will have developed:

PLO	Outcome
 PLO 1	Analyse and solve complex problems with appropriate knowledge and understanding of the concepts, principles, and theories in computing.
 PLO 2	Design, implement, and evaluate computing-based solutions to meet specific requirements, incorporating principles of sustainability and ethical considerations.
 PLO 3	Communicate effectively in various professional contexts and function as a responsible member or leader of diverse teams, promoting innovative and entrepreneurial solutions in computing projects.
 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		18	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		6	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
DA 211	Introduction to Data Science	3	AC 104
DA 309	Business Intelligence Systems	3	FN 301
DA 310	Big Data Concepts and Techniques	3	FN 301
DA 417	Programming for Big Data	3	AC 104
DA 418	Text & Web Analytics	3	CG 208
DA 419	Mining and Predictive Analytics	3	DA 310
Total		18	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.


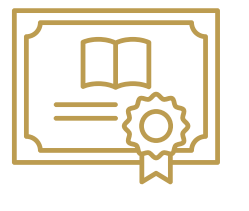



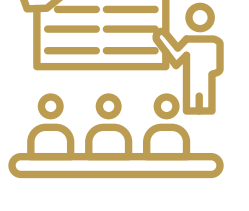

### Year 1

Computing 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 Data Intelligence Project	Experiential Learning	Analysis of a real-world UAE market data challenge aligned to introductory data science and programming content.
 Data Science Foundations Bootcamp	Future Skills Bootcamp	Introduction to Python, SQL, Excel analytics, and data literacy fundamentals.



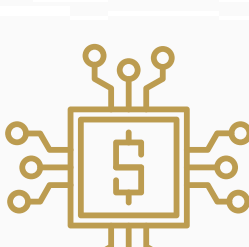



### Year 2

Applied Computing & Certification Development

Activity / Certification	Type	Description
 AI Literacy Programme — Intermediate Tier	Industry Certification	BI platform certification — validates proficiency in the UAE market's most-demanded analytics tools.
 AI Literacy Certificate — Intermediate	Industry Certification	Demonstrates competency in distributed data processing and cloud analytics frameworks.
 Python for Data Science Certificate	Industry Certification	Validates practical AI tool proficiency in data science workflows — decisive in GCC hiring.
 SQL for Data Analytics Certificate	Future Skills Bootcamp	Hands-on practice with AI-enhanced analytics platforms and ML model deployment.
 Statistical Analysis & ML Fundamentals	Industry Certification	Rigorous quantitative analytics certificate across probability, regression, and statistical modelling.
 Analytics Tools & BI Platforms Bootcamp	Future Skills Bootcamp	Live consulting engagement applying machine learning and business intelligence to real industry data.
 Cross-Industry Data Analysis Project	Industry Simulation	International virtual project addressing a live global data challenge with cross-border teams.

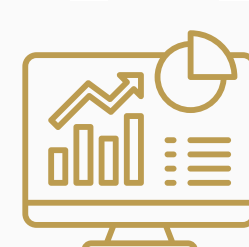
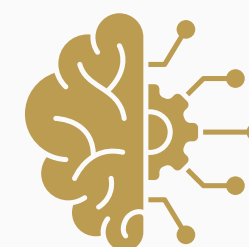





## Year 3

Industry Application & Professional Certification Options

Activity / Certification	Type	Description
 Microsoft Power BI / Tableau Specialist	Industry Certification	BI platform certification — validates proficiency in the UAE market's most-demanded analytics tools.
 Big Data & Cloud Analytics Certificate	Industry Certification	Demonstrates competency in distributed data processing and cloud analytics frameworks.
 AI Tools for Data Scientists Certificate	Industry Certification	Validates practical AI tool proficiency in data science workflows — decisive in GCC hiring.
 Machine Learning & AI Analytics Bootcamp	Future Finance Bootcamp	Hands-on practice with AI-enhanced analytics platforms and ML model deployment.
 Predictive Analytics Project — Industry Partner	Real-World Project	Live consulting engagement applying machine learning and business intelligence to real industry data.
 Global Virtual Data Science Challenge	Global Project Exposure	International virtual project addressing a live global data challenge with cross-border teams.

## Year 4

Career Acceleration & Finance Leadership

Activity / Certification	Type	Description
 AI Literacy Programme — Advanced Tier	AI Literacy Certification	AI applications in data science research, building AI-augmented analytical systems, AI leadership.
 AI Literacy Certificate — Advanced	Certification Award	Formal credential recognising advanced AI literacy — issued on completion of Tier 3 Programme.
 Decision Intelligence & Responsible AI Certificate	Professional Certification	Validates governance and ethical application of AI in data science contexts.
 BA Project (BU 490) — AI-Enhanced Capstone	Capstone Enhancement	Final Year CS Project with demonstrable AI integration and Gibbs Reflective Framework component.
 CS Internship (CG 490)	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 | Data Science Leadership Potential

The programme is designed not merely to produce competent data practitioners, but to develop future data leaders. Research Methodology, Software Project Management, Entrepreneurship, and IoT Concepts sit alongside data science concentration courses — ensuring graduates possess the leadership vocabulary, technical depth, and cross-functional competency to ascend to Chief Data Officer and Head of Analytics 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

**This is not just a degree.**

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

# Testimonials



**Fatima Al Mazrouei**

Data Analytics Specialist

The Concentration in Data Science gave me the opportunity to understand how data can solve real-world challenges. The practical learning experience and projects helped me strengthen my analytical thinking and confidence



**Sara Al Nuaimi**

Data Analytics Specialist

Studying the Concentration in Data Science transformed the way I approach problem-solving. I developed valuable technical skills and gained hands-on experience that prepared me for future career opportunities



**Hessa Al Marri**

Data Analytics Specialist

The Concentration in Data Science helped me discover my passion for data-driven decision making. I learned modern tools and techniques that are helping me grow both professionally and personally



# Are You Ready to Become

## The Next Generation Data Science Leader?

The data economy is not waiting. The organisations hiring data 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
- ✓ Finance Leadership Skills
- ✓ AI-Powered Decision Making
- ✓ Dubai-Based Education
- ✓ Employer-Ready Graduates

In four years, you could be the data scientist who helps a UAE organisation predict market movements before they happen. The model that prevents a billion-dirham risk. The insight that transforms a government service. The algorithm that unlocks a new revenue stream.

**That career begins at Jumeira University.**

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