

Bachelor of Business Administration

Human Resources Management

CIPD-Aligned · AI-Embedded · Triple Certified

Building Future HR Leaders for an AI-Powered Workforce

CAA

Accredited

CIPD

Aligned

AI

Embedded

100%

Internship Guarantee



The Professions University: Where Your Future Takes Flight

Jumeira University's BBA in Human Resources Management is designed for the AI era. Students graduate not only with an accredited degree, but with industry certifications, real-world global project experience, and a 100% guaranteed internship — making them among the most employment-ready HR professionals in the UAE and GCC.

Welcome to JU's BBA Human Resources Management

CIPD-Aligned | AI-Embedded | Triple Certified

“ Human Resources is no longer just about people. It is about people, data, technology, and the intelligent systems that shape how organisations grow, compete, and lead.

The world of work is transforming at a speed that no previous generation of HR professionals has faced. Artificial intelligence is reshaping how talent is found, assessed, developed, and retained. Organisations across the UAE, GCC, and globally are demanding HR leaders who understand not only people — but also the data and digital systems that inform every people decision.

Jumeira University's Bachelor of Business Administration with a Concentration in Human Resources Management has been designed to meet this moment. Grounded in a fully CAA-accredited curriculum that is aligned with CIPD

international standards, and enhanced by AI-embedded learning experiences, industry certifications, and real-world project exposure, this programme produces graduates who are genuinely ready for the careers that matter most in the decade ahead.

This is not simply a degree. It is a career-launching ecosystem built around academic excellence, professional credentialing, global project exposure, and a 100% guaranteed internship opportunity. Our graduates enter the workforce as HR professionals who can think strategically, lead with data, and adapt to a world where human intelligence and artificial intelligence work side by side.

We are proud to offer one of the most forward-looking HR programmes in the UAE. We invite you to explore what makes this degree different — and what it can do for your future.



Why Study Human Resources in the AI Era?

The Future Belongs to HR Leaders Who Understand People AND Technology

The World Economic Forum's Future of Jobs Report projects that more than 85 million jobs will be transformed by the shift in labour between humans and machines by the mid-2020s. Within HR specifically, predictive analytics, AI-powered recruitment tools, intelligent performance management platforms, and workforce planning algorithms are already standard practice in leading UAE and GCC organisations.



The Shift Happening Right Now in HR

Traditional HR professionals manage people. Future HR leaders manage People + Technology + Data + AI Systems + Organisational Transformation. The gap between these two profiles is already visible in hiring decisions across the UAE. Graduates who understand both dimensions are earning more, advancing faster, and accessing roles that simply did not exist five years ago.

Three forces are reshaping HR in the UAE and GCC right now:

- AI-Powered Talent Acquisition: Resume screening, candidate scoring, interview intelligence, and predictive hiring are now embedded in recruitment workflows at major UAE employers.
- People Analytics & Workforce Intelligence: HR decisions are increasingly data-driven. Organisations need professionals who can read workforce data, interpret trends, and present insights to leadership.
- Digital Employee Experience: From onboarding to performance management to learning and development, every employee touchpoint is being redesigned around digital tools and AI-supported systems.

This is why Jumeira University has built AI literacy and applied AI competency directly into the HR learning journey — not as an optional extra, but as a defining feature of what it means to graduate from this programme ready for the workplace.

Programme Overview

BBA Human Resources Management — At a Glance

Programme Details

- **Degree:** Bachelor of Business Administration (BBA)
- **Concentration:** Human Resources Management
- **Duration:** 4 Years Full-Time
- **Credit Hours:** 120 Credit Hours
- **Accreditation:** CAA (Commission for Academic Accreditation)
- **Alignment:** CIPD International Standards
- **AI Integration:** Embedded across all four years
- **Internship:** 100% Guaranteed Placement

What Makes This Degree Unique

- CAA-Accredited Academic Degree
- CIPD-Aligned Curriculum
- AI-Embedded Learning Across All Years
- Triple Certification on Graduation
- 100% Guaranteed Internship
- Real-Time Global Project Experience
- People Analytics & HR Technology Training
- Career Services with Employer Network Access
- Business Intelligence & Data Analytics Module
- Dedicated HR Concentration Courses

Why Choose BBA Human Resources at Jumeira University?

BBA Human Resources Management — At a Glance



CIPD-Aligned International Standards

The programme is aligned with the Chartered Institute of Personnel and Development (CIPD) — the world's leading HR professional body. Students develop competencies recognised by employers across the UAE, GCC, and globally. CIPD alignment acts as an international benchmark of HR educational quality.



AI-Embedded Learning Ecosystem

The programme is aligned with the Chartered Institute of Personnel and Development (CIPD) — the world's leading HR professional body. Students develop competencies recognised by employers across the UAE, GCC, and globally. CIPD alignment acts as an international benchmark of HR educational quality.



Triple Certification Advantage

Students graduate with three credentials: an accredited academic degree, professional HR industry certifications, and AI and future skills certifications. This triple-credentialing model is a major differentiator in the UAE job market.



100% Guaranteed Internship

Every eligible student receives an internship placement through JU's employer ecosystem. Internships are structured learning experiences with real UAE-based organisations, giving students professional exposure, industry references, and career-launching workplace experience before they graduate.



Real-Time Global Project Experience

Students engage in international HR challenges, talent acquisition simulations, workforce transformation projects, and global consulting exercises throughout the programme — building a portfolio of professional work that employers can evaluate.



Dubai Advantage — GCC Career Gateway

Studying in Dubai places students at the centre of the GCC's most dynamic business environment. JU's industry partnerships, employer networks, and career services connect students directly to the UAE job market and broader regional opportunities.



CIPD Alignment

An International Benchmark for HR Excellence



The Chartered Institute of Personnel and Development (CIPD)

is the world's leading professional body for HR and people development, with over 160,000 members in more than 120 countries.



Juneira University's MBA in Human Resources Management has been developed in alignment with CIPD's Profession Map – the global standard that defines what it means to be an effective, ethical, and future-ready HR professional. This alignment ensures that every student develops competencies that are recognised and respected by employers across the UAE, GCC, and internationally.

CIPD-Aligned Competency Areas Developed Throughout This Programme:



✓ **Talent Management & Acquisition**



✓ **Learning & Development**



✓ **Employee Relations & Engagement**



✓ **Workforce Planning & Analytics**



✓ **Organisational Behaviour & Culture**



✓ **Strategic Human Resource Management**



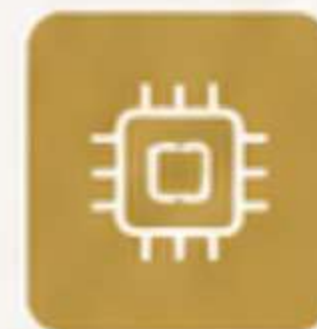
✓ **HR Analytics & People Data**



✓ **Reward & Performance Management**



✓ **International HR & Global Mobility**



✓ **Future Workplace & Digital HR**

CIPD alignment means that the knowledge, skills, and behaviours you develop at JU are benchmarked against the same international standards used by HR professionals at leading multilateral, UAE government entities, and GCC organisations. While this programme does not automatically confer CIPD membership, it provides the academic foundation and professional competencies that support future CIPD certification pathways upon graduation.

Triple Certification Advantage

**Graduate with Three Credentials.
Enter the Market with Three
Times the Impact.**

Most university degrees produce one credential: a degree certificate. Jumeira University's BBA in Human Resources Management produces three distinct credentials, each addressing a different dimension of what employers in the UAE and GCC are looking for in 2025 and beyond.



01

Accredited Academic Degree

Bachelor of Business Administration (BBA) — Human Resources Management

The CAA-accredited BBA degree demonstrates academic competence across business foundations, HR specialisation, strategic management, and research skills. It is the recognised academic credential that opens doors to professional employment, postgraduate study, and professional certification pathways.

02

Industry Certifications

CIPD-Aligned Industry Credentials and HR Professional Certifications

Students complete structured certification pathways that include HR professional credentials, recruitment and talent management certifications, people analytics qualifications, and learning and development certifications. These are employer-recognised credentials that demonstrate functional HR competency beyond the academic degree.

03

AI & Future Skills Certifications

AI Literacy, HR Technology, and Digital Workforce Competency Certifications

Students complete a structured AI literacy programme across three tiers (Beginner, Intermediate, Advanced) and earn certifications in AI tools for HR, people analytics platforms, and digital workforce management. These credentials demonstrate the future-readiness that top UAE employers are actively seeking in new hires.

The Triple Certification Difference

A graduate with a BBA degree alone competes on academic results. A graduate with a BBA + HR certifications + AI competency certifications competes on academic results, professional credentials, and demonstrated future-readiness. In the UAE job market, where employer differentiation is significant, this combination is a measurable career advantage.

AI-Embedded Learning Ecosystem

How Artificial Intelligence is Woven Into Your Degree Journey

AI is not taught as a separate subject in this programme. It is embedded as a dimension of how students learn, how they are assessed, and how they develop professional competency — throughout all four years of their degree.

Three-Tier AI Literacy Programme

All students progress through a structured, three-tier AI literacy programme designed to build genuine competency at a pace appropriate to their year of study.

Tier
1

Beginner

Target: Year 1

- AI fundamentals and ethics
- Responsible AI use in the workplace
- AI in daily professional life
- Understanding AI in HR tools
- Institutional AI awareness

Tier
2

Intermediate

Target: Year 2

- Prompt engineering for HR tasks
- AI tools in talent acquisition
- Critical evaluation of AI outputs
- Predictive analytics for workforce planning
- AI in employee experience design

Tier
3

Advanced

Target: Years 3–4

- AI model design concepts for HR
- AI-driven HR research methodologies
- Building AI-augmented HR solutions
- AI leadership and change management
- Ethics of AI in people management

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.

How Artificial Intelligence is Woven Into Your Degree Journey

Each programme level includes AI-embedded assessment components. At the diploma and final year project level, AI integration is compulsory. Students are required to demonstrate critical application of AI tools, reflective use reports, and AI-augmented research and analysis within their assessed work.

Domain-Specific AI Applications in HR

Within the HR domain, students apply AI tools and methodologies that are directly relevant to their professional practice:

- AI-Powered Recruitment: ATS systems, candidate scoring algorithms, interview intelligence platforms
- Workforce Analytics Dashboards: Real-time people data interpretation, predictive turnover modelling
- AI in Learning & Development: Personalised learning pathway design, skills gap analysis tools
- Compensation Analytics: AI-assisted benchmarking, pay equity analysis, total rewards modelling
- Organisational Network Analysis: AI tools for mapping informal influence, collaboration, and team dynamics
- Employee Sentiment Analysis: Natural Language Processing tools for engagement survey analysis and feedback intelligence

Industry Certifications & Career Accelerators

A Structured Certification Pathway from Year 1 to Graduation

Beyond the academic degree, students in the BBA Human Resources Management programme have access to a structured industry certification pathway. These certifications are embedded within the programme's project-based learning experiences and career accelerator workshops, ensuring students graduate with credentials that employers can immediately recognise.

HR PROFESSIONAL CERTIFICATIONS

Core HR Credentials

- SHRM-CP Foundational Preparation (Society for Human Resource Management)
- PHR Preparation Programme (Professional in Human Resources)
- CIPD Associate Membership Pathway Preparation
- HR Management Certificate aligned with UAE Labour Law framework
- UAE HR Professional Standards Certificate

TALENT MANAGEMENT & RECRUITMENT CERTIFICATIONS

Talent Acquisition & Resourcing

- Talent Acquisition Specialist Certification
- Competency-Based Interviewing Certificate
- Employer Branding & Candidate Experience Certification
- Assessment Centre Design & Delivery Certificate
- Workforce Planning Fundamentals Certificate

PEOPLE ANALYTICS & HR TECHNOLOGY CERTIFICATIONS

Data-Driven HR

- People Analytics Foundations Certificate
- HR Data Visualisation & Reporting Certificate
- HRIS Systems Operation Certificate (SAP/Oracle/Workday pathway awareness)
- AI Tools in HR Certificate
- Business Intelligence for HR Professionals Certificate

LEARNING & DEVELOPMENT CERTIFICATIONS

L&D and Employee Development

- Learning Needs Analysis Certificate
- Instructional Design Fundamentals Certificate
- Digital Learning Design Certificate
- Coaching & Mentoring Foundations Certificate
- Organisational Development Practitioner Certificate

AI & FUTURE SKILLS CERTIFICATIONS

Future Workforce Readiness

- AI Literacy in the Workplace Certificate (Beginner → Advanced)
- Prompt Engineering for Business Professionals Certificate
- Digital HR Transformation Certificate
- Future of Work Leadership Certificate
- Responsible AI in People Management Certificate



Certification Pathway Note

All certifications listed represent programme-embedded learning outcomes and career accelerator components delivered through industry workshops, applied projects, and structured self-development programmes. Students are guided by their academic and career advisors on which formal professional certification examinations (SHRM, CIPD, PHR) they are eligible to pursue upon or after graduation.

Real-Time Global Project Experience

Building a Professional Portfolio Before You Graduate

One of the most significant differentiators of JU's BBA in Human Resources Management is the integration of real-world, real-time project experiences throughout the degree. Students do not simply learn HR theory — they apply it to genuine organisational challenges, developing a portfolio of professional work that can be presented directly to employers.

01

Year 1 — Foundations & Global Awareness Projects

- International HR Case Study Analysis: Examining how global organisations manage talent across diverse cultural contexts
- UAE Labour Market Intelligence Project: Researching workforce trends and employment data within the UAE and GCC economies
- AI in HR Exploration Challenge: Identifying and critically evaluating AI tools currently used in HR practice

02

Year 2 — Applied HR Skills Projects

- Talent Acquisition Simulation: End-to-end recruitment campaign design including JD writing, sourcing strategy, screening tools, and interview design
- Employee Engagement Survey Design & Analysis: Building an engagement measurement framework and interpreting data using analytics tools
- Learning Needs Analysis Project: Conducting a skills audit for a simulated organisation and designing a targeted L&D response

03

Year 3 — Strategic HR & Analytics Projects

- AI-Enhanced Workforce Planning Project: Using predictive analytics tools to model workforce scenarios and develop a strategic talent plan
- Organisational Culture Diagnostic Challenge: Applying diagnostic frameworks to assess and recommend improvements to organisational culture
- People Analytics Dashboard Project: Building and presenting an HR analytics dashboard using real workforce datasets
- International HRM Consulting Simulation: Advising a simulated multinational on cross-border HR strategy and global mobility

04

Year 2 — Capstone, Research & Leadership Projects

- BA Final Project (BU 490): A supervised research project applying business and HR methodology to a real-world organisational challenge, with compulsory AI integration
- Global HR Transformation Challenge: A capstone consulting project in which student teams develop and present an HR transformation strategy for a real or simulated organisation
- Future of Work Symposium: Students present original research and professional recommendations to an audience of industry professionals and academic assessors



Why Global Project Experience Matters

In the UAE job market, employers are increasingly selecting candidates based not on grades alone, but on demonstrated professional competence. A portfolio of real-world HR projects — including talent acquisition simulations, workforce analytics challenges, and organisational consulting work — gives JU graduates a measurable advantage in interviews and hiring decisions.

100% Guaranteed Internship Opportunities

Every Eligible Student. Real Experience. Real Employers.

The mandatory BA Internship (BU 499) is not an aspiration at JU. It is a commitment. Every eligible student receives an internship placement through JU's employer ecosystem.

Internship experience is one of the most significant factors in early career employability. Graduates who have completed structured internships in their field enter the job market with professional references, a demonstrated work history, and employer contacts that open doors that academic qualifications alone cannot.

What It Delivers	Description
<ul style="list-style-type: none"> • Minimum 12 weeks of structured placement • Real HR functions in UAE-based organisations • Professional mentoring from industry practitioners • Formal performance evaluation and feedback • Academic supervision from JU faculty • Credit-bearing component of the degree (3 credit hours) • Pathway to full-time graduate employment offers 	<ul style="list-style-type: none"> • Human Resources Departments • Talent Acquisition & Recruitment • Learning & Development Teams • HR Consulting Firms • People Analytics Functions • Compensation & Benefits Divisions • Organisational Development Teams • HR Technology Companies • UAE Government HR Entities

The internship is integrated into the final year of the programme and is supported by JU's dedicated Career Services Department, which maintains an active network of employer partners across Dubai and the wider UAE. Students are prepared for their internship placement through resume workshops, interview coaching, and professional etiquette training — ensuring they arrive workplace-ready.

Future Career Opportunities

Where This Degree Takes You

Graduates of the BBA Human Resources Management programme at Jumeira University are prepared for a wide spectrum of professional roles across the UAE, GCC, and international markets. The combination of academic depth, CIPD-aligned competencies, AI literacy, and practical experience positions JU graduates for both immediate employment and accelerated career progression.

HR Core Roles

Human Resources Executive HR Operations & Generalist	HR Business Partner Strategic HR Partnership
Recruitment Consultant Talent Acquisition	Talent Acquisition Specialist In-House Recruitment
Learning & Development Executive Training & OD	Compensation & Benefits Analyst Rewards & Recognition

AI-Enabled & Emerging HR Roles

HR Analytics Specialist Data-Driven HR	People Analytics Consultant Workforce Intelligence
Workforce Intelligence Analyst Talent Marketing	Employee Experience Specialist EX Design & Digital HR
Organisational Development Executive Change & Culture	Talent Management Specialist Career & Succession Planning

UAE & GCC Employer Sectors

<ul style="list-style-type: none"> • UAE Federal & Emirate Government Entities • Financial Services & Banking • Multinational Corporations 	<ul style="list-style-type: none"> • HR Consulting & Professional Services • Healthcare & Hospitality • Real Estate & Construction 	<ul style="list-style-type: none"> • Technology & Digital Companies • Education Sector • Retail, FMCG & Logistics
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Graduate Employability Advantage

What Makes JU HR Graduates Different in the Hiring Process

Employability is not an accident. It is the product of deliberate programme design, industry engagement, practical experience, and professional credentialling. JU's BBA in Human Resources Management is engineered from the first year to produce graduates who are genuinely ready for professional roles on the day they leave campus.

What Employers Tell Us They Want	What Every JU HR Graduate Brings
<ul style="list-style-type: none"> • Graduates who understand AI tools in HR workflows • Professionals who can work with workforce data • HR practitioners with real internship experience • Candidates with industry-recognised certifications • Team members who can align HR to business strategy • Professionals with cross-cultural competency • Individuals who take initiative and lead with data 	<ul style="list-style-type: none"> • What Every JU HR Graduate Brings • AI literacy and applied HR technology experience • People analytics capability and data confidence • Verified internship experience with UAE employers • A portfolio of industry certifications • Business strategy and strategic HRM understanding • International HR perspective and CIPD alignment • Research and consulting project portfolio

Career Support Services at JU

- Dedicated Career Services Department with active employer partnerships
- One-on-one career counselling and mentoring throughout all four years
- Resume building, interview preparation, and LinkedIn profile workshops
- Access to exclusive UAE job portals and the JU alumni professional network
- Annual Career Fair with leading UAE and GCC employers
- Internship placement through JU's employer ecosystem
- Post-graduation alumni support and lifelong learning programmes

Programme Learning Outcomes

What You Will Know, Do, and Demonstrate Upon Graduation

PLO	Outcome
 PLO 1	Demonstrate comprehension of business management concepts, principles, and theories.
 PLO 2	Apply analytical and critical thinking skills to solve complex business and HR problems.
 PLO 3	Analyse business issues and identify emerging technological solutions — including AI — for ethical business and HR decision-making.
 PLO 4	Employ collaborative skills in team settings to achieve synergistic professional outcomes.
 PLO 5	Examine global business trends, HR practices, and workforce developments.
 PLO 6	Evaluate business and HR scenarios for sustainability and long-term organisational impact.
 PLO 7	Communicate persuasive, coherent arguments through written and oral methods for addressing diverse professional groups.
 PLO 8	Develop entrepreneurial and innovative approaches to HR challenges and business opportunities.
 PLO 9	Formulate and implement strategic solutions to HR and business issues within their professional specialisation.

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 Human Resources Management programme.

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

University 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
IT 108	Management Information System (MIS)	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

Concentration Courses — 18 Credit Hours

Human Resource Management Core Courses — 15 Credit Hours

Code	Course Title	CH	Requisites
HR 430	Resourcing and Talent Planning	3	HR 300
HR 431	International Human Resource Management	3	HR 300
HR 432	Contemporary Issues in Employee Development	3	HR 300
HR 433	Contemporary Development in Employee Relation	3	HR 300
HR 413	Strategic Human Resource Management	3	HR 300
Total		24	Credit Hours

Programme Credit Hour Summary

University Requirements: 24 Credit Hours

College Requirements: 48 Credit Hours

Programme Requirements: 33 Credit Hours

Concentration Courses (HRM): 15 Credit Hours

Total Programme Credits: 120 Credit Hours

Certifications, Projects & AI Enhancement — By Year

The Enhancement Ecosystem That Sits Above and Around the Approved Curriculum

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

FOUNDATIONS

Certifications & Workshops

- AI Literacy Certificate — Tier 1 Beginner: AI fundamentals, ethics, and responsible use
- Introduction to HR Technology Workshop: Understanding HRIS platforms and digital HR tools
- Professional Communication & Business Etiquette Certificate
- UAE Labour Law Foundations Workshop

Projects & Applied Challenges

- UAE Labour Market Intelligence Project: Research into workforce trends and employment data in the UAE and GCC
- International HR Case Study Analysis: How global organisations manage talent across cultures
- AI in HR Exploration Challenge: Identifying and evaluating AI tools currently used in HR practice

Year 2

DEVELOPMENT

Certifications & Workshops

- AI Literacy Certificate — Tier 2 Intermediate: Prompt engineering, AI tools in academic disciplines
- Talent Acquisition Fundamentals Certificate: Recruitment best practices, JD writing, competency-based interviewing
- Employee Engagement & Experience Design Workshop
- Learning Needs Analysis Certificate

Projects & Applied Challenges

- Talent Acquisition Simulation: End-to-end recruitment campaign design
- Employee Engagement Survey Design & Analysis Project
- AI-Assisted Job Posting & Candidate Screening Lab
- Learning Needs Analysis and L&D Design Project

Year 3

SPECIALISATION

Certifications & Workshops

- People Analytics Foundations Certificate: HR data interpretation, dashboard design, workforce metrics
- AI Literacy Certificate — Tier 2/3 Bridge: Critical evaluation of AI outputs, AI tools in HR disciplines
- Compensation & Benefits Analytics Workshop
- Organisational Development Practitioner Certificate
- International HRM & Global Mobility Certificate

Projects & Applied Challenges

- AI-Enhanced Workforce Planning Project: Using predictive analytics to model talent scenarios
- People Analytics Dashboard Project: Building and presenting an HR analytics dashboard with real workforce data
- Organisational Culture Diagnostic Challenge
- International HRM Consulting Simulation: Cross-border HR strategy for a multinational scenario

Year 3

LEADERSHIP &
CAPSTONE

Certifications & Workshops

- AI Literacy Certificate — Tier 3 Advanced: AI model design concepts, AI-driven HR research, AI leadership
- HR Technology & Digital Transformation Certificate
- Future of Work Leadership Certificate
- Responsible AI in People Management Certificate
- SHRM-CP / PHR / CIPD Associate Pathway Preparation Workshop

Projects & Applied Challenges

- BA Final Project (BU 490): Supervised research with compulsory AI integration component
- Global HR Transformation Challenge: Consulting capstone — develop and present a full HR transformation strategy
- BA Internship (BU 499): Minimum 12-week structured placement with a UAE-based employer
- Future of Work Symposium: Present original research to industry professionals and academic assessors

Why This Degree Delivers Long-Term Career Sustainability

Not Just a Degree. A Career Foundation Built for the Next Decade.

The most important question any student or parent can ask about a degree is not 'what jobs can I get?' It is 'what kind of professional will I become, and will that career still be growing in ten years?' JU's BBA in Human Resources Management was designed to answer both questions with confidence.

01 | Future of Work Readiness

The UAE's commitment to AI integration across all economic sectors — as embedded in UAE Vision 2031 and Centennial 2071 — means that HR professionals who understand AI will be disproportionately in demand. This degree prepares students for that reality from day one.

02 | AI Readiness Across All Roles

Every HR function — from talent acquisition to performance management, from workforce planning to employee experience — is being augmented by AI. Graduates who can navigate these tools will lead organisations while others are still learning to use them.

03 | Employability That Compounds

A JU graduate enters the market with three credentials, a professional portfolio, verified internship experience, and AI literacy. These advantages compound over time: stronger first roles, faster promotions, higher earning trajectories.

04 | GCC & Global Career Growth

The CIPD alignment of this programme means that graduates are recognised by international employers far beyond the UAE. From the GCC to Europe to Asia, the competency frameworks underpinning this degree are globally understood and respected.

The JU HR Graduate: 5-Year Career Trajectory

- Year 1 Post-Graduation: HR Executive, Recruitment Coordinator, or L&D Assistant in a UAE organisation
- Years 2–3: HR Business Partner, Talent Acquisition Lead, or HR Analytics Analyst
- Years 3–5: Senior HR Manager, Head of Talent, People Analytics Manager, or HRBP (Senior)
- Year 5+: HR Director, Chief People Officer Pathway, HR Consulting, or HR Technology Leadership

This trajectory is not aspirational. It is the documented path of HR professionals who graduate with genuine AI competency, a professional portfolio, and employer-recognised certifications from day one. JU is designed to put its graduates on this path.

Student Experience at Jumeira University

*A Campus Designed for Professional
Development and Academic Growth*

State-of-the-Art Facilities

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

Technology Integration

- Campus-wide Wi-Fi connectivity
- Student portal for course management and administration
- Access to industry-standard business software and tools
- Business intelligence and ERP systems training
- Blended learning and digital resources

Student Support Services

- Academic advising and personal counselling
- Career guidance and placement services
- Learning support and tutoring
- IT helpdesk
- Health and wellness programmes
- Stress management and wellbeing resources

Extracurricular Activities

- Student clubs and organisations
- Business and entrepreneurship competitions
- Cultural and sports events
- Community service opportunities
- Leadership development programmes

Internship & Industry

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

Global Exposure

- International student exchange programmes
- Study abroad opportunities
- Multicultural student body and faculty
- International case studies and projects
- Semester programmes abroad option

Testimonials



Aisha Al Mansoori,

BBA in Human Resource Management

Studying Human Resource Management at Jumeira University has given me the confidence to understand how people are the foundation of every successful organisation. Through practical projects, teamwork, and industry-focused learning, I developed valuable communication and leadership skills that have prepared me for my future career in HR.



Fatima Al Shamsi,

BBA in Human Resource Management

The Human Resource Management programme provided me with more than academic knowledge. It helped me develop the professional skills employers value. The supportive faculty, interactive learning environment, and real-world case studies made every semester engaging and meaningful.



Maryam Al Suwaidi,

BBA in Human Resource Management

What I appreciate most about Jumeira University is how the programme connects classroom learning with real workplace practices. From employee engagement to talent management, every course strengthened my understanding of modern HR and inspired me to pursue a career that makes a positive impact on people and organisations.



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