

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



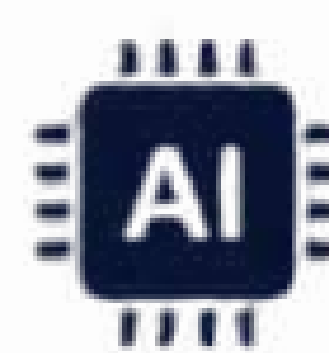
4

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



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

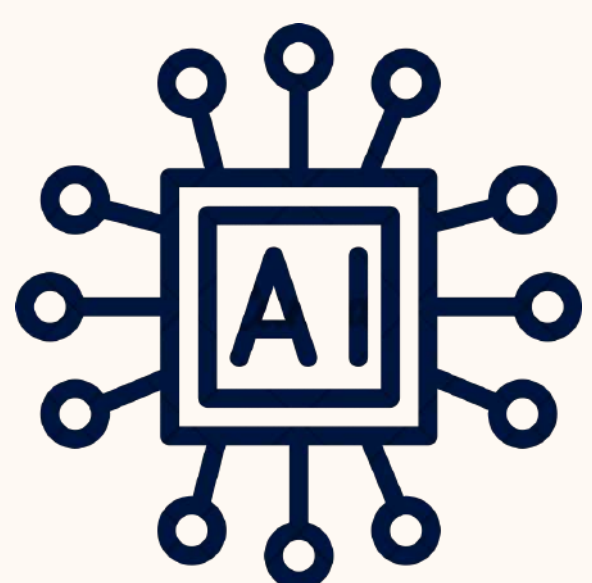
Target: Year 1

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. Assessments 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.

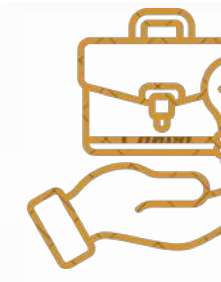
Guaranteed Internship Pathway

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

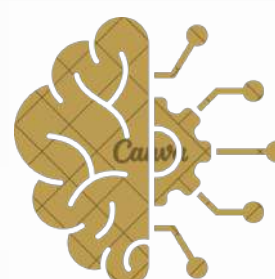
Total 4-Year Programme Investment: ~AED 198,000 (tuition) + fees
Year 1 Graduate Salary: AED 9,000–14,000/month (AED 108,000–168,000 per year)

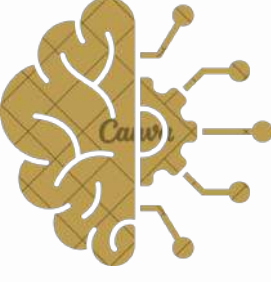
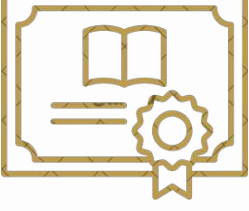
Estimated Break-Even Point: Within 18–24 months of graduation
10-Year Career Earnings Potential (conservative): AED 2.8M–5M+ — among the highest trajectories in business education

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

a. Core Courses (18+6 Credit Hours)

Code	Course Title	CH	Requisites
GE 101 or *GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	Score 5 in IELTS or equivalent
GE 104	English Language Communication 2	3	Score 5 in IELTS or equivalent
GE 142 / GE 144	UAE Society / مجتمع الإمارات	3	Score 5 in IELTS or equivalent /None
GE 147 / GE141	Islamic Thought / الثقافة الإسلامية	3	Score 5 in IELTS or equivalent /None
GE 125	Fundamentals of Entrepreneurship & Innovation	3	Score 5 in IELTS or equivalent
Total		18	Credit Hours

b. Elective Courses

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

College Requirements (45 Core+3 Electives) 48 Credit Hours

a. Core Courses (45 Credit Hours)

Code	Course Title	CH	Requisites
BU 102	Principles of Management	3	None
MR 103	Principles of Marketing	3	None
AC 104	Principles of Accounting	3	MA 110
IT 108	Management Information System (MIS)	3	None
MA 110	Probability and Statistics	3	None
EC 201	Macroeconomics	3	MA 110
BU 202	Introduction to Leadership	3	BU 102
BU 203	Production & Operation Management	3	BU 102
BU 204	Organizational Behavior	3	BU 202
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	BU 102
BU 304	International Business Environment	3	BU 102, BU 203
BU 305	Corporate Communication	3	BU 102, MR 103
Total		45	Credit Hours

b. 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
MR 303	Contemporary Practices in Marketing	3	MR 103
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	MR 103
BU 401	Investment Analysis and Portfolio Management	3	FN 301
FN 402	International Finance	3	FN 301
Total		3	Credit Hours

Programme/ Major Requirements (24 Compulsory+9 Electives) 33 Credit Hours

a. Core Courses (33 Credit Hours)

Code	Course Title	CH	Requisites
HR 300	Human Resource Management	3	BU 202
BU 316	Customer Relationship Management	3	BU 204
BU 403	Business Research Methodology	3	MA 110 & 60 Credit Hours
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	BU 203
BU 406	Business Strategy	3	BU 303
BU 490	BA Project	3	BU 403
BU 499	BA Internship	3	90 Credits
Total		24	Credit Hours

b. Elective Courses (9 Credit Hours)

Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110 Probability and Statistics
BU 318	Principles of Retail Management	3	BU 102, MR 103
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	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	HR 300
AC 407	Audit and Assurance	3	FN 301
MR 327	Advertising and Promotion	3	BU 316
AC 322	Cost Accounting	3	AC 104
Total		9	Credit Hours

Course Category - 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	IT 108
BA 416	Data Visualisation	3	MA 110, IT 108
BA 418	Marketing Analytics	3	MR 103, MA 110
BA 419	Big Data Analytics	3	IT 404
Total		15	Credit Hours

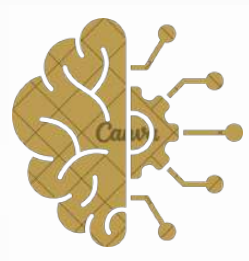
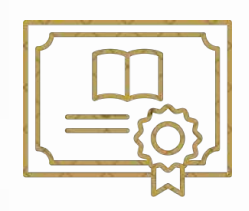
AI Certifications & Project Ecosystem — Year-by-Year Map

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.

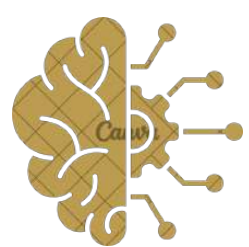
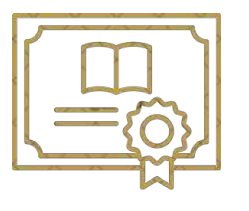
Year 1

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.

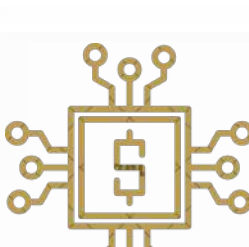
Year 2

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.

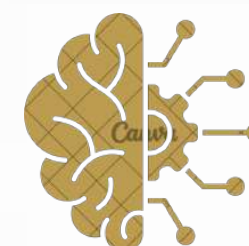
Year 3

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.

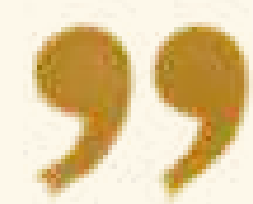
Testimonials



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



Website:
www.ju.ac.ae



E-mail:
enrollment@ju.ac.ae



General Inquiries:
+971 4 515 4555

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

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

Scan to Apply



Scan to Apply

Scan to Connect

Building Future Business Leaders for an AI-Powered Data Economy

Jumeira University Dubai

College of Business

www.ju.ac.ae