



Curtin University

Dubai

Bachelor of Business Administration

Innovation and Entrepreneurship

Pave your own way and bring ground-breaking ideas to life.

This dynamic industry-focused specialisation is designed to foster your entrepreneurial mindset and equip you with the skills and knowledge needed to thrive in today's fast-paced business world. Through a combination of core business subjects, specialised innovation and entrepreneurship units, and real-world projects, you will gain a deep understanding of business principles, innovation processes, and entrepreneurial strategies. Whether you aspire to launch your own venture, drive innovation within established organisations, or become a business leader, this program will provide you with a solid foundation for success.

Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Innovation and Entrepreneurship specialisation with any one of the other BBA specialisations like Social Media & Digital Marketing, Workforce Management, Tourism and Hospitality, or Small Business Start-Up. Graduating with two specialisations can enhance your skills, employability, and your success by widening your career prospects.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative global university with campuses in Australia, Dubai, Singapore, Malaysia, Colombo, and Mauritius. We are known for our high-impact research, strong industry partnerships, and commitment to preparing students for the jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in the Academic Ranking of World Universities (ARWU) 2025. We are also ranked 183rd in the world for universities by the QS World University Rankings (QSWUR) 2026.

QS World University Rankings by subject 2025:

- Top 250 – Business and Management Studies

A TRULY GLOBAL EXPERIENCE



You have the opportunity to pursue any one teaching period at our campus in Perth with no increase in tuition. For further information, please contact Student Service Centre: studentservicecentre@curtindubai.ac.ae

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN INNOVATION AND ENTREPRENEURSHIP	
Indicative cut-off scores	GCE A-Levels: 5 points (minimum 2 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	12th CBSE - 60% IGCSE English Language and Literature - C IBDP - 4 IELTS 6.0, with no band less than 6.0 or equivalent
Course duration	2 years (6 trimesters) or 3 years (6 trimesters)
Intake	January & September
Annual fees*	AED 60,900

*All fees indicated are inclusive of 5% UAE VAT.

COURSE STRUCTURE*

Communication, Culture, and Indigenous Perspectives in Business	Sustainable Business Innovation Project
Financial Decision Making	Introduction to Finance Principles
Markets and Legal Frameworks	Project Management
Strategic Career Design	Business Internship
Analytics for Decision Making	Management of Innovation
Discovering Marketing	Entrepreneurship
Introduction to Innovation Principles	Managing Change
Organisational Behaviour	Managing Operations

And one additional specialisation plus 4 electives from any 2000 or 3000 level units offered at Curtin University Dubai (subject to fulfilling pre-requisites).

*As core units may be offered in the May trimester, it is the student's responsibility to ensure they track their progression with Student Services.

COURSE SPECIALISATIONS (You can select one additional specialisation from below)

Small Business Start-Up	Tourism and Hospitality Essentials	Workforce Management	Social Media & Digital Marketing
Small Business Growth	Hospitality Experience	Building a Sustainable Workforce	Managing Social Media Platforms
Start-Up Business Planning	Principles of Tourism, Hospitality, and Events	Human Resources Development	UX Business Optimisation
Business and Sustainable Development	Contemporary Issues in Tourism Management	Business Ethics	Digital Marketing and E-Commerce
Entrepreneurship	Marketing for Tourism, Hospitality, and Events	International Human Resources Management	Creating Content and Marketing Briefs

* These are example progressions. The order of units depends on the intake period.

CAREER OPPORTUNITIES

This course can help you become a/an

- Entrepreneur or Business Owner
- Startup Consultant
- Product Manager
- Project Manager
- Business Development Manager
- Strategic Planner
- Business Analyst



Curtin Dubai delivers courses from the Curtin School of Business, which is AACSB accredited.

CONTACT US:

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