



## Bachelor of Business Administration

# Small Business Start-Up

**Entrepreneurs are an integral part of economies all over the world as they recognise potential gaps in the market and allocate resources to establish businesses to fulfil these needs.**

This specialisation is for enterprising students who want to start their own business or work as internal corporate entrepreneurs in larger organisations that need to reinvent their strategies to stay relevant in their markets. This field of study teaches about the necessary planning and processes that are needed to establish a business and lead it successfully. You will gain in-depth insights into the funding and functioning of start-ups and also learn core business functions that are crucial to any new business.

You will learn about all operational areas required to start or manage a start-up or a Small / Medium Enterprise (SME) and you will build a strong foundation in essential business functions such as management, finance, accounting, marketing, and human resources. This industry embedded curriculum will require you to apply your theoretical knowledge to real-life case studies to understand how SMEs operate.

### Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Small Business Start-Up specialisation with any one of the other BBA specialisations in Social Media & Digital Marketing, Tourism and Hospitality, or Workforce Management.

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](mailto:studentservicecentre@curtindubai.ac.ae)

## COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN SMALL BUSINESS START-UP	
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	Small Business Growth
Discovering Marketing	Start-Up Business Planning
Introduction to Innovation Principles	Business and Sustainable Development
Organisational Behaviour	Entrepreneurship

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)

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

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

## CAREER OPPORTUNITIES

This course can help you become a/an

- Entrepreneur
- Venture Capitalist
- Start-Up Consultant
- Business Manager
- Franchise Operator
- Small Business Owner



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

### DISCLAIMER

Information in this publication is correct as of January 2026 but may be subject to change.

In particular, the University reserves the right change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/or to vary arrangements for any program. This material does not purport to constitute legal or professional advice. Curtin accepts no responsibility for and makes no representations, whether express or implied, as to the accuracy or reliability in any respect of any material in this publication. Except to the extent mandated otherwise by legislation, Curtin University does not accept responsibility for the consequences of any reliance which may be placed on this material by any person.

Curtin will not be liable to you or to any other person for any loss or damage (including direct, consequential, or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the use of this publication.

Copyright Curtin University

© Curtin University Dubai 2026.

Except as permitted by the Copyright Act 1968, this material may not be reproduced, stored, or transmitted without the permission of the copyright owner. All enquiries must be directed to Curtin University.

Published by Curtin University Dubai 2026.

CRICOS Provider Code 003011

## CONTACT US:

CURTIN UNIVERSITY DUBAI

Dubai International Academic City  
Blocks 10 - 12, Fourth Floor  
P.O. Box 345031, Dubai, UAE  
Tel: +971 4 245 2500  
Email: [admissions@curtindubai.ac.ae](mailto:admissions@curtindubai.ac.ae)  
Web: [www.curtindubai.ac.ae](http://www.curtindubai.ac.ae)

