



Curtin University

Dubai

**Bachelor of Business Administration**

# Workforce Management

**People are the most important part of any business and Workforce Management is about maximising employee and organisational performance and wellbeing.**

In this specialisation, you will study recruitment and selection, performance and conflict management, training and development, remuneration, strategic human resource management, and HRM metrics and analytics.

Working with our expert faculty, you will develop the skills and knowledge needed to succeed as an HR manager in organisations of any size. You will also learn to demonstrate leadership, ethical practice, and professional integrity when working within a team and independently.

In today's corporate environment there is a strong demand for professionals who are highly skilled in communication, management, and human relations. With Curtin's industry embedded curriculum, you will have the opportunity to select and apply theories, concepts, and techniques to describe, understand, analyse, and evaluate management issues and opportunities in real life case studies.

## Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Workforce Management specialisation with any one of the other BBA specialisations like Social Media & Digital Marketing, 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](mailto:studentservicecentre@curtindubai.ac.ae)

**Make tomorrow better.**

[www.curtindubai.ac.ae](http://www.curtindubai.ac.ae)

## COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN WORKFORCE MANAGEMENT	
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	Building a Sustainable Workforce
Discovering Marketing	Human Resources Development
Introduction to Business Information Systems	Business Ethics
Organisational Behaviour	International Human Resources Management

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	Small Business Start-Up	Tourism and Hospitality Essentials	Innovation and Entrepreneurship
Managing Social Media Platforms	Small Business Growth	Hospitality Experience	Management of Innovation
UX Business Optimisation	Start-Up Business Planning	Principles of Tourism, Hospitality, and Events	Managing Change
Digital Marketing and E-Commerce	Business and Sustainable Development	Contemporary Issues in Tourism Management	Entrepreneurship
Creating Content and Marketing Briefs	Entrepreneurship	Marketing for Tourism, Hospitality, and Events	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

- Training and Development Manager
- Employee Relations Specialist
- Change Manager
- Recruitment Consultant
- Human Resources Manager
- People and Culture Specialist



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

## CONTACT US:

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