



Curtin University

Dubai

Bachelor of Commerce Finance and Marketing

Combine the fields of finance and marketing to gain a well-rounded business education.

Designed to meet the demands of the global business environment, this program will equip you with the knowledge and skills needed in the ever-evolving markets. Through a combination of theoretical knowledge, real-world case studies, and industry projects, you will gain a deep understanding of financial principles and marketing strategies, and their application in business contexts. Graduating with two specialisations will enhance your skills, employability, and your success by widening your career prospects

Professional Recognition and Memberships

Graduates are eligible for membership in the following professional bodies:

- The Chartered Financial Analyst Institute
- The Financial Services Institute of Australasia
- The Economic Society of Australia
- Financial Planning Association of Australia
- Australian Marketing Institute
- The Chartered Institute of Marketing



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
- Top 200 – Accounting and Finance



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 COMMERCE IN FINANCE AND MARKETING	
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
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*

Analytics for Decision Making	Introduction to Derivative Securities
Business Analysis for Investment	Introduction to Finance Principles
Business Internship	Introduction to Financial Instruments and Markets
Communication, Culture and Indigenous Perspectives in Business	Introduction to Global Business
Consumer Behaviour	Managing Social Media Platforms
Corporate Finance	Marketing Across Borders
Corporate Marketing Strategy	Marketing Intelligence
Creating Content and Creating Briefs	Markets and Legal Frameworks
Digital Marketing Strategy	Portfolio Management
Discovering Marketing	Quantitative Techniques for Business
Financial Decision Making	Services Marketing
International Finance	Strategic Career Design

* These are example progressions. Order of units depends on intake period.

CAREER OPPORTUNITIES

This course can help you become a/an

- Finance Manager
- Fundraising Coordinator
- Financial Analyst
- Advertising Professional
- Research Analyst
- New Product Developer
- Compliance Officer
- Market Data Analyst
- Market Researcher



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

CONTACT US:

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