



# Curtin University

## Dubai

### Bachelor of Commerce

# International Business and Marketing



**Learn to strategically build and grow businesses globally.**

Designed to meet the demands of the global business environment, this program will equip you with the knowledge and skills needed by the ever-evolving market. Through a combination of theoretical knowledge, real-world case studies, and industry projects, you will gain a deep understanding of international business and marketing strategies, and their application in the highly competitive global market. 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:

- 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 200 – Accounting and Finance
- 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)



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

## COURSE ESSENTIALS

BACHELOR OF COMMERCE IN INTERNATIONAL BUSINESS 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	Managing Social Media Platforms
Business Internship	Marketing Across Borders
Communication, Culture and Indigenous Perspectives in Business	Marketing Intelligence
Consumer Behaviour	Markets and Legal Frameworks
Corporate Marketing Strategy	Organisational Behaviour
Creating Content and Creating Briefs	Project Management
Digital Marketing Strategy	Responsible Management in Asia
Discovering Marketing	Services Marketing
Financial Decision Making	Strategic Career Design
International Business Ethics	Strategic Management
International Management	Supply Chain Management
Introduction to Global Business	1 Elective

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

## CAREER OPPORTUNITIES

This course can help you become a/an

- International Marketing Manager
- International Business Development Manager
- Export/Import Manager International Sales Manager
- Market Research Analyst
- International Trade Specialist
- Brand Manager (International)
- International Business Consultant



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

## 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  
Fax: +971 4 243 4218  
Email: [admissions@curtindubai.ac.ae](mailto:admissions@curtindubai.ac.ae)  
Web: [www.curtindubai.ac.ae](http://www.curtindubai.ac.ae)

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