



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## CAA ACCREDITED PROGRAMME



Duration - 4 years\*



Credit Hours - 123



Internships



Scholarships and bursaries available\*\*

The Bachelor of Business Administration (BBA) degree at Amity Business School Dubai equips students with the knowledge and skills to navigate the modern business environment. When you study BBA, you'll not only sharpen your business acumen, but you'll also get an opportunity to gain hands-on experience through internship programmes in a global market.

Students can opt for a general BBA degree or with one of the following concentrations:

- Marketing
- Human Resource Management
- International Business
- Family Business and Entrepreneurship

\*Opt to fast track degree by taking courses during the summer

\*\*Scholarships are based on merit

AMITY UNIVERSITY DUBAI

## POTENTIAL CAREER PATHS



Entrepreneur



HR Manager



Brand Manager



International Business Consultant



Market Research Analyst



Marketing Manager



Family Business Successor



Talent Acquisition Specialist

## WHY AMITY?

- ▶ MOE licensed institution
- ▶ CAA accredited degrees
- ▶ Innovative learning and research environment
- ▶ PhD qualified faculty
- ▶ Diverse range of courses
- ▶ Strong industry connect
- ▶ World-class campus
- ▶ Placement and career support

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