



**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

# Bachelor of Business Administration

BOSTON LONDON DUBAI | 2026



ISABELLA RENEE ASHFORD, US & EL SALVADOR



# A Hands-on Degree for a Real-World Business Career

Our flagship undergraduate program is built on a simple truth: you learn best by doing. At Hult, you won't just study business—you'll do business. You'll work with real companies, tackle real challenges, and develop the core human skills that businesses want. The Hult BBA is designed to set you apart in a world that values adaptability, hands-on experience, and a truly global mindset.



## Learning business through doing business

We don't just throw in a case study here and there. Instead, our undergraduate programs give you the chance to work with real companies, tackle real challenges, and learn from real business leaders.

You'll not only leave with an understanding of how the business world works, but also experience working with some of the world's most notable brands.

## Recent client companies

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Boston Consulting Group

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EY

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Google

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Louis Vuitton

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Porsche

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Salesforce

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“Hult has reshaped my problem-solving skills and strengthened my ability to connect with people from all over the world. The people and education here have made me stronger and more confident as a person.”

Menli Karabayeva, Turkmenistan  
BBA student

The core of your BBA gives you the foundational knowledge you need. Each term, you'll apply what you've learned in your courses to a new core challenge. At the end of your studies, you'll bring everything together in your capstone project, as a final demonstration of your abilities.

### Core curriculum

Begin by mastering the fundamentals through subject-specific courses, which build a strong business foundation and develop core skills. Apply what you learn in team-based challenges designed to help you connect key concepts to real-world scenarios.

Course subjects	Challenges
Marketing	Brand Challenge
Economics	Social Impact Challenge
Accounting	Investment Challenge
Operations	Startup Challenge
Analytics	
Strategy	

### Final year capstone

In your final year, you choose your capstone project: a business plan for your own idea, research thesis, or participating in the Hult Business Challenge with a live client.

#### HULT BUSINESS CHALLENGE EXAMPLE

##### Cracking Gen Z with Ralph Lauren

Ralph Lauren is seeking fresh ideas to strengthen its appeal among Gen Z consumers. In this pitch competition, student teams present go-to-market strategies—backed by research, financials, and brand analysis—to Ralph Lauren executives.

### Beyond the core: Specializations

Once you have a firm foundation of business knowledge, you're ready for specialization electives. In-class projects, client work, and out-of-classroom internship experiences build expertise in your area of interest.

Choice of majors & minors	
Business Analytics	Finance
Design	Management
Economics	Marketing
Entrepreneurship	Psychology



### Coaching & skills development

Support is personal at Hult. From day one, you will be paired with a personal coach to help you develop your core human skills: communication, collaboration, creativity, critical thinking, and curiosity. Alongside a team of career guidance counselors, they will align your learning with your career goals.

“I bring intense energy to the classroom, which encourages boisterous discussion and reinforces practical, real-world examples in every class.”

Princewill Osaro Omorogiuwa, PhD  
Professor of Marketing

### Skills at work

Internships play a key part in perfecting the skills you've developed in your program. Here's a small preview of where our students recently interned:

EY
Ferrari
Morgan Stanley
Ogilvy
PwC
Unilever



# Dare Mighty Things

## Don't just study business, do business

Employers are no longer interested in what graduates know, or how good they are at taking tests. They want to know what graduates can do and are looking for people with professional and human skills.

## Build your global network with our global network

Experience a truly global education. Work with peers from 150+ nationalities, study in multiple locations, and join a lifelong network of 33,000+ Hult alumni in 170+ countries.

## Real-world challenges, career-ready skills

Our curriculum is designed around real-world business challenges set by actual companies. Led by faculty with decades of industry expertise, you'll engage hands-on in today's most pressing business issues.



## Learn business where it happens

### Boston. London. Dubai.

Friendly, welcoming, and truly international, our centrally located home campuses put you at the heart of the action in some of the world's most influential hubs of business: Boston, London, and Dubai.

“Within a week of graduation, I was moving to Dublin to work at Meta’s European headquarters.”

Sahar Bonab, Norway  
Account Manager, Meta

### Career outcomes

95% employed or in grad school within 6 months

67% work internationally after Hult

Hired by 150+ firms worldwide

### Global network

150 nationalities in our student body

104 languages spoken at Hult

95% international students

### Undergraduate programs

Bachelor of Business Administration

BSc in Computer Science for Business

Bachelor of Entrepreneurship

Bachelor of Psychology, Economics & Politics

### Rankings



Best Undergraduate Business Schools, 2025



Top Universities for Experiential Learning, 2023



Top 100 Global MBA, 2025

Top 100 EMBA, 2024

Top 50 Master's in Finance, 2025

Top 50 Master's in Management, 2024

If you have the passion and drive to thrive in Hult's challenge-based learning environment, we want to hear from you. Head to [hult.edu/bba](https://hult.edu/bba)

Learn More

