



Bachelor of Business Administration

BBA

BOSTON

LONDON

DUBAI

Navigate and Lead in a Global Environment



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. That’s why here, you won’t just study business—you’ll do business. The Hult BBA is designed to set you apart in a world that values hands-on experience, adaptability, and a truly global mindset.

Who is this program for?

Business is where you see your future, and you’re ready to build the essential knowledge and skills needed to lead in an international environment where AI is changing everything. Maybe you’re already set on being a strategic marketer, finance professional, or C-suite leader. Or maybe you’re still exploring your options. A Hult BBA will equip you with a well-rounded business skillset for success wherever your career takes you.



Core courses and program structure

YEAR 1: BUILD YOUR BUSINESS ACUMEN	
Consulting Challenge	Startup Challenge
Financial Accounting	Managerial Accounting
Microeconomics	Data Analytics
Marketing	Entrepreneurship
Skills Workshop / Career Course x 2	Skills Workshop / Career Course x 2
AI Immersion: Explore how artificial intelligence works and how it is transforming businesses and society	Enrichment Elective: Pursue a passion or try something new, with courses in art, history, languages, and more
Personal Development Coaching	
YEAR 2: DEEPEN YOUR EXPERTISE	
Investment Challenge	Leadership & Operations Challenge
Macroeconomics	Business Analytics
Finance	Operations
Strategy	Leadership & Organizational Behavior
Skills Workshop / Career Course x 2	Skills Workshop / Career Course x 2
Enrichment Elective	Enrichment Elective
Personal Development Coaching	
YEAR 3/4: SPECIALIZED COURSES TO PREPARE FOR YOUR FUTURE	
Electives, Major/Minor, Internship, or Exchange	Electives, Major/Minor, Internship, or Exchange
Choose a major or minor in: Business Analytics, Design, Economics, Entrepreneurship, Finance, Management, Marketing, Psychology	
	Capstone Project
Personal Development Coaching	

*Courses subject to change

Learning business through doing business

With a strong focus on real-world application, your Hult BBA blends business theory with hands-on practice at every step. From your very first term, you’ll dive into challenge-based learning, working with real companies, learning from real business leaders, launching ideas, and collaborating with peers from around the world.



Your BBA program is built around core courses, integrated challenges, workshops, electives, and a final capstone experience. This structure helps you build knowledge, while developing the skills to put it into action.

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.

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.

Recent client companies

Boston Consulting Group	Louis Vuitton
EY	Porsche
Google	Salesforce

Beyond the core

Customize your degree with a broad range of electives, deepen your expertise with a major or minor, or earn industry-recognized technical credentials via Coursera. You can also earn credit through an internship or a global exchange—gaining hands-on experience and broadening your international perspective.

BBA major & minor options

Business Analytics	Finance
Design	Management
Economics	Marketing
Entrepreneurship	Psychology

“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
Class of 2025



LONDON PROFESSOR SPOTLIGHT

Mo Willian is an Oxford and Cranfield graduate with extensive real-world experience consulting for organizations like Coca-Cola, Barclays Bank, and the Nigerian National Petroleum Company. A seven-time “Professor of the Year” and recognized among *Poets&Quants*’ Top 50 Best Business Professors, he is also the author of *The Essentials of Contemporary Marketing*.

“My work as a professor is to train and prepare future business leaders, and knowing that I have contributed towards this lofty ambition is indeed deeply gratifying and priceless.”

Mo Willian, PhD
The Gambia
Faculty: Marketing



Coaching & skills development

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

Career pathways for BBA graduates

Hult graduates step into the job market ready to reshape industries. Our graduates are working with world-leading companies, making their mark as entrepreneurs, and launching successful careers on a global scale.

Here is a snapshot of the types of roles recent Hult graduates have landed:

Brand, marketing & strategy

Brand Manager
Market Research Analyst
Business Development Manager
Creative Strategist

Entrepreneurship

Co-Founder
Startup Operator
Venture Builder

Finance & investment

Financial Analyst
Investment Associate
Wealth Manager
Mergers & Acquisitions Analyst

Data & intelligence

Data Analyst
BI Analyst
Analytics Associate
Reporting Analyst

Management, people & operations

Operations Manager
Supply Chain Planner
Talent Acquisition Specialist
Project Manager

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

Alumni success stories

In less than three years, Maria's career has spanned two continents and three industries—a testament to her resilience and adaptability. After graduating, Maria progressed from a student internship into a full-time role supporting student career development in Boston. After her OPT, she stepped into a role coordinating assistance for refugees at the UN Refugee Agency, before shifting gears to consulting for Mastercard in Bogotá, Colombia.



Maria Susana Castellanos

Venezuela

Associate Consultant, Mastercard

Class of 2023

“My biggest advice is: don't be afraid to pivot. My career has moved across education, humanitarian aid, and consulting, and that flexibility was possible because of the transferable skills I gained at Hult.”

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 business hubs.

Career outcomes*

94% employed or in grad school within 6 months

72% work internationally after Hult

Hired by **86** firms worldwide

Global network

140+ nationalities in our student body

86 languages spoken at Hult

95% international students

Undergraduate programs

Bachelor of Business Administration

BSc in Computer Science for Business

BA in Entrepreneurship

BA in Psychology, Economics & Politics

Rankings

POETS & QUANTS

Best Undergraduate Business Schools, 2025

 Forage

Top Universities for Experiential Learning, 2023

 **FINANCIAL TIMES**

Top 100 Global MBA, 2025

Top 100 Executive MBA, 2025

Top 50 Masters in Finance, 2025

Top 50 Masters in Management, 2025



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**

*Graduating class of 2025