

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

(R/340/6/0207) | (MQA/FA1737)

Developed with an aim of creating successful managers, entrepreneurs and business leaders, this 3-year programme brings together the key elements needed for one to succeed in the business world. It's rigorous curriculum will ensure students gain a deeper understanding of theories in action through business case studies while being given the opportunity to practice in real-life projects.

DURATION OF STUDY

3 years (9 semesters)

MODE OF STUDY

Full Time

INTAKE

January, April & August

CAREER PROSPECT

- Sales manager
- Marketing manager
- Financial analyst
- Business consultant

ENTRY REQUIREMENTS

- i. A pass in STPM with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification;
OR
- ii. A pass in STAM with a minimum grade of *Jayyid*, and a pass in Mathematics and English at SPM level;
OR
- iii. Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF);
OR
- iv. Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification;
OR
- v. UEC with at least Grade B in 5 subjects including Mathematics & English.

Note: The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

International students are required to achieve a **minimum** score of 5.5 for IELTS OR its equivalent.



PROGRAMME STRUCTURE

YEAR 1

- Malaysian Business Environment
- Accounting for Decision Makers
- Organisation Management
- English for Academic Enrichment
- Bahasa Kebangsaan A
- Microeconomics for Business Decisions
- Principles of Marketing
- Accounting Practice
- Public Speaking and Presentation Skills
- Macroeconomics in the Global Economy
- Hubungan Etnik
- Communication in Malay 3
- Human Resource Management
- Tamadun Islam & Tamadun Asia
- Malaysian Studies 3
- Foundations of Law
- Management Information System
- Malaysian Government and Public Policy

YEAR 2

- Principles of Finance
- Business Mathematics
- Business Communication Skills
- Psychology at the Workplace
- Organisational Behaviour
- Leadership & Development
- Managerial Accounting
- Selling & Sales Management
- AMUnited 2
- Environmental Management for Business
- Operations Management
- Business Ethics & Corporate Social Responsibility
- Financial Management

YEAR 3

- Business Research Methods
- Business Statistics
- Project Paper
- Strategic Management
- Entrepreneurship
- Industrial Attachment

MAJOR IN MARKETING

- Consumer and Buying Behaviour
- Marketing Management
- International Marketing
- Services Marketing
- Strategic Marketing Planning
- Integrated Marketing Communication
- Project Paper
- Distribution Management
- E-marketing

MAJOR IN HUMAN RESOURCE

- Organizational Development & Change
- Quality Management
- Performance Management
- Employee Recruitment and Selection
- Compensation Management
- Training and Development Management
- Project Paper
- Labour and Industrial Relations Law
- Occupational Safety and Health Policies, Issues & OSH Challenges at Workplace