

About this programme

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

CAREER PROSPECTS

- Sales Executive
- Marketing Officer
- Financial Analyst
- Business Consultant
- Administrative Executive
- HR Officer
- HR Executive

DURATION OF STUDY

3 years

MODE OF STUDY

Full Time

ENTRY REQUIREMENTS

- Pass STPM examination or its equivalent with a minimum Grade C (NGMP 2.00) in two subjects; OR
- Pass STAM examination with a minimum Jayyid grade; OR
- Pass Matriculation/Foundation its equivalent with a minimum CGPA of 2.00; OR
- Pass Diploma (MQF Level 4) or its equivalent with a minimum CGPA of 2.00; OR
- Pass Advance Diploma (MQF Level 5) or its equivalent with a minimum CGPA of 2.00; OR
- Pass DKM/DLKM/DVM (Note: The institution may conduct appropriate screening and guidance in line with the field of programme).
- International Baccalaureate Diploma - Pass IB Diploma with Min. 24 points and above in any relevant 6 subjects

ENGLISH COMPETENCY REQUIREMENT (INTERNATIONAL STUDENT)

- Achieve a minimum of Band 3 in MUET OR equivalent to CEFR (Low B2).

ADMISSION CRITERIA THROUGH APEL.A :-

- At least 21 years of age in the year of application.
 - Possess relevant work experience.
- III. Pass the APEL.A assessment for Bachelor's degree level

PROGRAMME STRUCTURE

YEAR 1

- Malaysian Business Environment
- Business Mathematics
- 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
- Human Resource Management
- Foundations of Law
- Management Information System
- Integrity and Anti-Corruption
- Penghayatan Etika Peradaban (PEP)/ Bahasa Melayu Komunikasi 2
- Falsafah dan Isu Semasa/ Malaysian Studies 3

YEAR 2

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

YEAR 3

- 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
- 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
- Labour and Industrial Relations Law
- Occupational Safety and Health Policies, Issues & OSH Challenges at Workplace