

Bachelor of Business Administration (Hons)

R2/340/6/0517)(A11211)05/2025

The overall objectives of this academic Bachelor's programme is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them to assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations.

Graduates of the program may also choose to start their own entrepreneurial business ventures. This programme is also designed to produce graduates who are academically qualified with skills and job-ready upon graduation,

sensitive to their operating environment, and to the factors that enhances work effectiveness.

BENEFITS

- ▶ You will gain knowledge of modern management tools and techniques.
- ▶ Opportunities for advancement abound.

CAREER PROSPECTS

- Business Executive,
- Account Executive,
- Administrative Executive,
- Sales & Retail Manager,
- Administrative Manager,
- Business Partner,
- Logistics Manager.

ENTRY REQUIREMENTS

STPM: Minimum Grade C (GP 2.0) (Pass Mathematics and English) OR
 STAM: Minimum Jayyid grade (Pass Mathematics and English) OR
 Diploma/Advanced Diploma: (Level 4 or 5, MQF) OR
 Matriculation/ Foundation: Minimum CGPA of 2.00/4.00

For International Students
 IELTS: Minimum 5.5

Duration of study
 3 years

Credit Hours
 120

SUBJECTS OFFERED

YEAR 1

- Tamadun Islam dan Tamadun Asia (TITAS)/ Bahasa Komunikasi II**
- Academic Skills
- Co-Curriculum
- English For Academic Purposes
- Principles of Finance
- Principles of Microeconomics
- Business Communication
- Entrepreneurship/ Bahasa Kebangsaan A*
- Management Information System
- Principles of Macroeconomics
- Hubungan Etnik / Pengajian Malaysia III**
- English For Employment
- Principles of Marketing
- Principles of Management
- Introduction to Business
- Introduction to Accounting

YEAR 2

- Business Statistics
- Management Accounting
- Research and Development
- Small Business Management
- Malaysian Economy
- Operation Management
- International Logistics & Transport
- Supply Chain Management
- Specialisation IB: International Business
- Organizational Behaviour
- Financial Management
- Business Mathematics
- Ethics in Business
- Commercial Law
- Product Development

YEAR 3

- International Human Resource Management
- Business Research Methods
- Specialisation IB: International Finance (IB)
- Specialisation IB: Multinational Corporation (IB)
- Specialisation IB: Brand Management (IB)
- International Marketing
- Strategic Management
- Investment Analysis
- Industrial Training