

BACHELOR IN BUSINESS ADMINISTRATION (HONS)

IN COLLABORATION WITH
LINCOLN UNIVERSITY COLLEGE

KPT: N/0414/6/0014 (07/27) MQA: PA 15755

Bachelor (HONS) in Business Administration is to develop student's understanding and intellectual capacity in the field of Management, to foster independent thinking, to broaden the horizons for better opportunities, to instill human values for selfless service and to develop executive and leadership skills through an appropriate blending of technical, business and social education.

The programme is designed to prepare manpower with exposure and a strong emphasis on the principles of management align with the industrial requirements.

INTAKE March, July, November

DURATION 3 Years

JOB OPPORTUNITY Financial Analyst, Market Research Analyst, Human Resources & Admin Manager, Business Consultant, Business Development Executive

ENTRY REQUIREMENTS Passed Certificate of Higher Education (Sijil Tinggi Persekolahan Malaysia; STPM) or equivalent with a minimum Cumulative Grade Point Average (CGPA) of 2.00 or Grade C in two subjects and a pass in Mathematics and English at Sijil Pelajaran Malaysia (SPM) level; or

Passed Unified Examination Certificate (UEC) with at least Grade B in five subjects including Mathematics Lessons and English; or

Passed Foundation Programme Foundation/Foundation of Public/Private

institutions to achieve a minimum CGPA of 2.00; or

Passed Ministry of Education Matriculation program to achieve a minimum CGPA of 2.00

International students should have a score of 5.5 for the International English Language Testing System (IELTS) or equivalent

A Diploma (Level 4, MQF) with a minimum CGPA of 2.00 or its equivalent

COURSE STRUCTURE

YEAR 1

- Principles of Management
- Accounting
- Human Resource
- Marketing
- Entrepreneur
- Business Law

YEAR 2

- Economic
- E-Commerce
- International Business
- Quantitative Methods
- Operation Management

YEAR 3

- Retail
- Logistic & Supply Chain
- Business Research
- Target Economic Region
- Strategic Management
- Thesis

INNOVATIVE INTERNATIONAL COLLEGE

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