

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

KPT/JPS (N/0414/6/0230) (MQA/PA 17221) 05/29

PROGRAM OVERVIEW

This program prepares students for the fast-changing business world, focusing on leadership, management, and strategic decision-making. Skilled business professionals are essential for companies to grow and stay competitive. With Malaysia's expanding economy, this field offers diverse career opportunities in finance, marketing, and management. Learning modes include online materials, live virtual classes, face-to-face lectures, and practical sessions at industrial centers.

PROGRAM AIMS & OBJECTIVES

This program provides structured training in business management, helping students develop essential skills for a successful career in various industries. It focuses on leadership, marketing, finance, and operations to ensure graduates are job-ready. Students will also gain hands-on experience in areas like business strategy, entrepreneurship, and decision-making to prepare them for real-world challenges.

INTAKE & DURATION

INTAKE: Monthly intake throughout the year

DURATION: 3 Years

ENTRY REQUIREMENTS

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (Grade Point, GP 2.00) in any two subjects, or its equivalent; or
- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid or its equivalent; or
- Matriculations/Foundation with a minimum Cumulative Grade Point Average (CGPA) of 2.00 or its equivalent; or
- A Diploma (Level 4, Malaysia Qualifications Framework, MQF) with a minimum CGPA of 2.00 or its equivalent.
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00

PROGRAMME STRUCTURE

Year 1 (Semester 1)

- English 1
- English for Professional Purpose
- Bahasa Melayu Komunikasi 3
- Principles of Management
- Introduction to Accounting
- Fundamental Computer Principles & Programming

Year 1 (Semester 2)

- Human Resource Management
- Principles of Marketing
- Internet Fundamentals & Applications
- Entrepreneurship
- English II
- Sociology

Year 1 (Semester 3)

- Business Organization
- Business Law
- Ethnic Relations
- Malaysian Studies 3

Year 2 (Semester 1)

- Microeconomics
- Project Management
- Introduction to Financial Accounting
- Consumer Behavior
- Company Law
- E-Commerce
- Government and Public Policy Malaysia

Year 2 (Semester 2)

- Business Ethics
- Quantitative Methods
- Management Information System
- International Business Management
- Macroeconomics
- Leadership Skills and Human Relations

Year 2 (Semester 3)

- Community Services
- Organizational Behavior
- Production and Operations Management

Year 3 (Semester 1)

- Retail Management (RM)
- Event Management
- Marketing Management
- Logistics and Supply Chain Management
- Target Economic Regions
- Psychology

Year 3 (Semester 2)

- Strategic Management
- Innovation Management For Global Competitiveness
- TQM AND SIX SIGMA (TSS)
- Business Research Methods
- Marketing Research
- Multinational Enterprise

Year 3 (Semester 3)

- Bachelor's Thesis

PROGRESSION PATHWAY



DIPLOMA /
FOUNDATION /
MATRICULATION



BACHELOR OF
BUSINESS
ADMINISTRATION



EMPLOYMENT

MASTERS/
MASTERS
ODL

CAREER OPPORTUNITIES

- Financial Analyst
- Market Research Analyst
- Human Resources & Admin Manager
- Business Consultant
- Business Development Executive