



Bachelor of Business Administration (Hons)

Duration
3 years

Programme Code
(R2/340/6/0207) 09/27 (MQA/FA1737)

Intake
January, June & September

Faculty/Centre
Faculty of Business, Management and Accounting

Academic Pathways

- Master of Business Administration (MBA)
- Master of Business Administration (HRM)
- Any relevant Master's programmes

Career Prospects

- Executive
- Operations Manager
- Office or Business Administrator
- Project Coordinator
- Marketing Executive / Assistant
- Brand or Product Manager
- Sales Executive
- Digital Marketing Specialist
- HR Executive / Assistant
- Recruitment Coordinator



Scan the QR code for more information about this programme.

This programme is designed to equip students with a solid foundation in business principles, management practices, and leadership skills. It prepares graduates to understand, analyse, and manage the operations of modern organisations in a dynamic business environment.

Throughout the programme, students will study key areas such as management, marketing, finance, human resource management, entrepreneurship, and business strategy. Emphasis is placed on developing practical skills, critical thinking, and professional competencies, enabling students to make effective business decisions by integrating ethical practices, corporate governance, and digital business tools, ensuring graduates are prepared to navigate the challenges of today's global business landscape.

Key Learning Areas Include

- Management and Leadership
- Marketing and Sales
- Finance and Accounting
- Human Resource Management
- Operations and Supply Chain
- Entrepreneurship and Innovation
- Professional Skills and Technology
- Business Law, Ethics, and Corporate Governance

Entry Requirements

- **Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent**
Pass with at least Grade C (CGPA 2.00) in two (2) subjects.
- **Sijil Tinggi Agama Malaysia (STAM)**
Pass with minimum grade of Jayyid.
- **Matriculation/Foundation or its equivalent**
Pass with minimum CGPA of 2.00.
- **Diploma (Level 4, MQF)/Advanced Diploma (Level 5, MQF) or its equivalent**
Pass with minimum CGPA of 2.00.
- **Diploma Kemahiran Malaysia (DKM)/Diploma Vokasional Malaysia (DVM)/Diploma Lanjutan Kemahiran Malaysia (DLKM)**
Pass DKM/DVM/DLKM (Note: The University might carry out an internal assessment for screening and provide guidance relevant to the field of programme)
- **International Baccalaureate (IB) Diploma**
Pass with a minimum of 24 points and above in any relevant six (6) subjects.
- **Other relevant and equivalent qualifications**
recognised by the Malaysian government.

English Competency Requirements (International Student)

- Achieve a minimum of Band 3 in MUET; OR equivalent to CEFR (Low B2); OR
- IELTS: 5.5; OR
- TOEFL iBT: 46; OR
- Pearson English Test (PTE): 51; OR
- Cambridge English Qualifications and Tests: 160

Students who do not meet these requirements will be offered an English proficiency course by the University to ensure that their proficiency is sufficient to meet the needs of the programme.

Admission Criteria Through APEL.A

- At least 21 years old in the year of application
- Have relevant work experience
- Pass the APEL.A assessment at the Bachelor's Degree level (APEL.A T6)

Course Structure

Year 1

- Malaysian Business Environment
- Accounting for Decision Makers
- Organisation Management
- Microeconomics for Business Decision
- English For Academic Enrichment
- Malaysian Government and Public Policy
- Principles of Marketing
- Accounting Practice
- Public Speaking and Presentation Skills
- Macroeconomics in the Global Economy
- Human Resource Management
- Aspirasi Negara Bangsa (Local students)/Citra Malaysia (International student)
- Falsafah dan Cabaran Semasa – (Local students) /Bahasa Melayu Komunikasi 2 (International student)
- Foundations of Law
- Management Information System
- Integrity and Anti- Corruption

Year 2

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

Year 3

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

Specialisation:

1. Marketing

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

2. Human Resource Management (HRM)

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

