

# BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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

Credit Hours: 120 Duration of Study: 3 years



## PROGRAMME DESCRIPTION

*This programme is designed to produce graduates who are academically qualified with the appropriate skills upon graduation, sensitive to their operating environment and to the factors that can enhance the effectiveness of their work.*

## CAREER PROSPECTS

**Business Executive, Administrative Executive, Sales and Retail Manager, Administrative Manager, Business Partner, Logistics Manager, among others.**

## SUBJECTS OFFERED

### YEAR 1

- Principles of Marketing
- Principles of Management
- Introduction to Business
- Bahasa Kebangsaan A
- Hubungan Etnik / Pengajian Malaysia III
- English For Academic Purposes
- Introduction to Accounting
- Principles of Finance
- Principles of Microeconomics
- Academic Skills
- Co-Curriculum
- English For Employment
- Business Communication
- Management Information System
- Entrepreneurship
- Principles of Macroeconomics

### YEAR 2

- Business Mathematics
- Organizational Behaviour
- Financial Management
- Ethics in Business
- Commercial Law
- Business Statistics
- Management Accounting
- Training and Development
- Small Business Management
- Malaysian Economy
- Operation Management
- International Logistics & Transport
- Supply Chain Management
- Elective 1 : International Business
- Elective 2 : Consumer Marketing
- Elective 3 : Analyzing and Visualizing Data with Power BI/Excel

### YEAR 3

- International Marketing
- Strategic Management
- Investment Analysis
- Business Research Methods
- Elective 1 : Brand Management
- Elective 2 : Industrial Marketing
- Elective 3 : Social Media Marketing
- Elective 1 : International Finance
- Elective 2 : Internet Marketing
- Elective 3 : Digital Marketing
- International Human Resource Management
- Elective 1 : Multinational Corporation
- Elective 2 : Strategic Marketing
- Elective 3 : Fundamental of Blockchain
- Product development
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi II
- Industrial Training

#### Elective 1:

International Business Specialisation (IB)

#### Elective 2:

International Marketing Specialisation (IM)

#### Elective 3:

Digital Marketing Specialisation (DM)