



# Bachelor of Business Administration (Hons)

## COURSE OVERVIEW

This course is tailored to give students an opportunity to further their studies in any business environment of their choice that leads to a successful career. Students can deepen their knowledge and skills through the area of knowledge designed for specific career path. Students will have an exposure and strong emphasis on the Management, Marketing, Entrepreneur, Economics, Finance, Information System and Business Analytics. These courses will help students to develop functional management and entrepreneurial skills to excel in any specialization of their interest and fulfill market demand.

 3 Years (9 Semesters) | Full Time

## COURSE INTAKE

JANUARY | MAY | SEPTEMBER

## AREAS OF KNOWLEDGE

- **Management**  
The theoretical and practical perspectives of Business Management.
- **Human Resource Management**  
Strategic staff planning and job analysis.
- **Customer Relationship Management**  
Techniques on establishing long-term relationship.
- **Finance and Accounting**  
Assessing profitability and building business value.
- **Digital Marketing**  
Overview with business models including Advertising and Social Media Marketing



## ENTRY REQUIREMENTS

- 2 A Levels or
  - BTEC/BDTVEC HND
  - IBTE Level 4 HNTec or
  - BTEC/BDTVEC ND or
  - Foundation Diploma/Certificate
- or any other equivalent qualifications recognised by the authorities concerned



## ASSESSMENT

Through examinations, coursework, assignments, practical projects and presentations



## AWARDS OF CERTIFICATE

The student will be awarded by the UNITAR International University of Malaysia



## CAREER PROSPECTS

Sale Executive, Human Resource Executive, Marketing Executive, Credit Control Officer, Product Development Executive, Finance Executive, System Analyst, Account Executive, General Administrator, Business Analyst

# Bachelor of Business Administration (Hons)

## List of modules

### Programme Core Modules

- Principles of Management
- Macroeconomics
- Microeconomics
- Organizational Behaviour
- Business Accounting
- Principles of Finance
- English for Academic Purposes
- Falsafah dan Isu Semasa
- Principles of Marketing
- Human Resource Management
- Marketing Management
- Quantitative Methods
- Penghayatan Etika dan Peradaban
- Integriti dan AntiRasuah
- International Business
- Digital Business
- Corporate Social Policy
- Production and Operations Management
- Financial Management
- Talent Acquisition Management
- Economic For Business
- Digital Marketing
- Strategic Management
- Recreational Event Planning
- Supply Chain Management
- Design Thinking
- Ideation
- Entrepreneurship
- Management Information System
- Seminar in Global Strategy
- Research Methods
- Choose Electives from January, May or September

### MPU Modules

- Falsafah dan Isu Semasa / Bahasa Melayu Komunikasi 2 (Int)
- Penghayatan Etika dan Peradaban / Philosophy and Current Issues (Int)
- Design Thinking
- Integrity and Anti Corruption
- Recreational Event Planning
- Entrepreneurship

### Elective January Intake

- Introduction to Psychology
- Consumer Behaviour
- Programming Principles and Techniques
- Project Management
- Computer Ethics and Cyber Laws
- Logistic Management

### Elective May Intake

- Multimedia Application
- Integrated Marketing Communication
- Internet Programming
- Organizational Development
- Introduction to Information System
- Transportation Management

### Elective September Intake

- Human Computer Interaction
- Retail Management
- Information Security Management
- Total Quality Management
- Contemporary issues in HR
- Warehouse Management