

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

(R/0414/6/0374)(MQA/FA12119) 02/2030

The overall objectives of this academic Bachelor's programmes is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them to assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the programmes may also choose to start their own entrepreneurial business ventures. This programme is also designed to produce graduates who are skilled and job ready upon graduation, sensitive to their operating environment and to the factors that can enhances work effectiveness.



DURATION OF STUDY

Duration of Study:
Full Time 3 Years
Part Time 6 Years

CAREER PROSPECTS

- Business Executive
- Account Executive
- Administrative Executive
- Sales & Retail Manager
- Administrative Manager
- Business Partner
- Logistics Manager



CITY UNIVERSITY JOHOR BAHRU CAMPUS

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

(R/0414/6/0374)(MQA/FA12119) 02/2030

ENTRY REQUIREMENTS

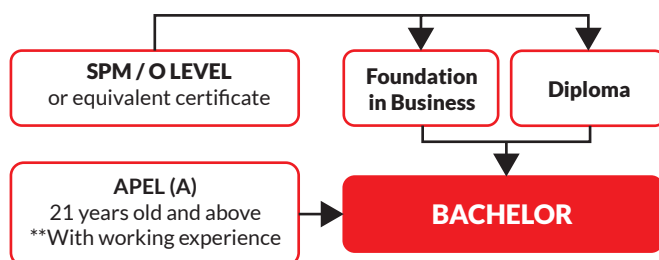
- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects*; **OR**
- A pass in STAM with at least Grade Jayyid*; **OR**
- Matriculation or Foundation with at least CGPA of 2.00; **OR**
- A Diploma (Level 4, MQF) with at least CGPA of 2.00; **OR**
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; **OR**
- A DKM / DVM / DLKM subjected to HEP Senate / Academic Board's approval;
Note for (vi) & (vii): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme. **OR
- Other equivalent qualifications recognised by the Malaysian Government.

Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications (Refer to the Notes () below this table).

ENGLISH COMPETENCY REQUIREMENT (INTERNATIONAL STUDENT)

Achieve a minimum **Band 3 in MUET** OR equivalent to **CEFR (Low B2)****

PATHWAYS



SUBJECTS OFFERED

YEAR 1

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Academic Skills• Falsafah dan Isu Semasa• Integrity and Anti Corruption (KIAR)• Principles of Finance• Principles of Microeconomics• Penghayatan Etika dan Peradaban | <ul style="list-style-type: none">• Business Communication• Entrepreneurship/Bahasa Kebangsaan A*• Management Information System• Principles of Macroeconomics• Data Analytics for Business | <ul style="list-style-type: none">• Applied AI for Professionals• Principles of Marketing• Principles of Management• Introduction to Business• Introduction to Accounting• Corporate Governance |
|---|---|--|

YEAR 2

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Business Statistics• Management Accounting• Innovation and Development• Small Business Management• Industrial Economics | <ul style="list-style-type: none">• Operation Management• International Logistics & Transport• Supply Chain Management• International Business• Organizational Behaviour | <ul style="list-style-type: none">• Financial Management• Business Mathematics• Ethics in Business• Commercial Law• Product Development |
|---|--|---|

YEAR 3

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Human Resource Management• Business Research Methods• International Finance• Multinational Corporation | <ul style="list-style-type: none">• Brand Management• International Marketing• Strategic Management• Investment Analysis | <ul style="list-style-type: none">• Industrial Training |
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