



## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

<b>PROGRAMME BACKGROUND</b>
Bachelor of Business Administration (Honours) degree covers several aspects of knowledge namely marketing, human resource management, entrepreneurship and transportation as well as logistics. Students will be exposed to theoretical and practical learning outside of the classroom environment to produce high-skilled graduates who are holistic. The curriculum available in the programme is in accordance with the standards set by the Malaysian Qualifications Agency (MQA).
<b>MQA ACCREDITATION REF. NUMBER</b>
MQA/FA8441
<b>JPT REF. NUMBER</b>
JPT/BPP(U)1000-801/117JLD.4(22)(N/340/6/0771)
<b>LEVEL OF STUDY</b>
Bachelor's Degree / MQF – Level 6
<b>MODE OF STUDY</b>
Conventional
<b>TEACHING MODE</b>
Lecture, Tutorial and Industrial Training
<b>STUDY SCHEME</b>
Full-Time
<b>STUDY DURATION</b>
4 Years
<b>TOTAL CREDIT HOURS TO GRADUATE</b>
121 Credit Hours
<b>MEDIUM OF INSTRUCTION</b>
Malay and English
<b>ENTRY REQUIREMENTS</b>
<ol style="list-style-type: none"><li>Passed STPM or equivalent with minimum grade C (NGMP 2.00) in any 2 subjects and passed Mathematics and English at SPM level or equivalent with it; or</li><li>Passed STAM with minimum grade Jayyid and passed Mathematics and English at SPM level; or</li><li>An equivalent qualification with Diploma (MQF – Level 4) or Advanced Diploma (MQF – Level 5); or</li></ol>



- iv. Matriculation/ Foundation qualification with minimum CGPA of 2.00 out of 4.00 or other equivalent qualification.
- v. Any other equivalent qualification and recognized by the Malaysian Government.

**Note:**

- The requirement to pass Mathematics and English at SPM level for candidates (i) and (ii) can be waived if the qualification contains Mathematics and English subjects and the achievement is equivalent to/ more than the requirement to pass the subject at SPM level.

**CAREER PROSPECTS**

Graduates have the opportunity to contribute their marketing expertise in the global, multinational, local and non-profit organisations. Graduates can venture into the areas related to marketing, human resource management, entrepreneurship or transportation as well as logistics as development coaches, planners, managers, public relations officers, service managers and researchers.

**CONTACT**

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**PROGRAMME STRUCTURE**

**SEMESTER 1**

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3122 / MPU3142	Islamic and Asian Civilisations* / Malay Language for Communication 2**	MPU	2
2	MPU3222 / MPU3212	Critical and Creative Thinking* / National Language A**	MPU	2
3	MPU3312	Islamic Concepts	MPU	2
4	BBA1052 / BBA1062 / BBA1072 / BBA1142	English Proficiency I / English Proficiency II / English Proficiency III / Advanced English I	University Compulsory	2
5	WKU6011	Quranic Recitation and Memorisation	University Compulsory	1
6	ECO6023	Microeconomics	Core	3
7	MGT6013	Principles of Management	Core	3
<b>TOTAL</b>				<b>15</b>

**Note:**

\*For Local Student

\*\*For International Student



### SEMESTER 2

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3112 / MPU3172	Ethnic Relations* / Malaysian Studies 3**	MPU	2
2	BBA1062 / BBA1072 / BBA1142 / BBA1152	English Proficiency II / English Proficiency III / Advanced English I / Advanced English II	University Compulsory	2
3	ACC6013	Principles of Accounting	Core	3
4	ECO6033	Macroeconomics	Core	3
5	ENT6013	Entrepreneurship	Core	3
6	MKT6013	Principles of Marketing	Core	3
<b>TOTAL</b>				<b>16</b>

**Note:**

\*For Local Student

\*\*For International Student

### SEMESTER 3

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3402 / MPU3412 / MPU3422 / MPU3432 / MPU3442 / MPU3452 / MPU3462 / MPU3472 / MPU3482 / MPU3492	Malaysian Civil Defence Department / Recreational Adventure (Kayaking) / Introduction to Sports Science and Coaching / Hosting and Basic Event Management / Basics of Swimming and Water Rescue / Basics of Handicraft (Labu Sayong) / Basics of the Art of Photography / Basics of Video Making / Basics of Taekwando / Basics of Sport Silat	MPU  <i>Note : Choose 1 course only</i>	2
2	FIN6013	Principles of Finance	Core	3
3	HRM6013	Human Resource Management	Core	3
4	LAW6013	Business Law	Core	3
5	MGT6023	Business Ethics	Core	3
6	MTK6013	Quantitative For Business Analysis	Core	3
<b>TOTAL</b>				<b>17</b>

### SEMESTER 4

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	WKU6033	Organisational Behaviour	University Compulsory	3
2	MGT6033	Research Methodology	Core	3



3	MGT6073	Operation Management	Core	3
4	MKT6133	Marketing Management	Core	3
5	PBI6023	Business Communication	Core	3
<b>TOTAL</b>				<b>15</b>

#### SEMESTER 5

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	PPU6022	English Academic Writing	University Compulsory	2
2	BBA1012	Arabic Language I	Core	2
3	ENT6143	Business Concept Development	Core	3
4	KOM6033	Management Information System	Core	3
5	MGT6043	International Business	Core	3
6	MGT6053	Strategic Management	Core	3
<b>TOTAL</b>				<b>16</b>

#### SEMESTER 6

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	BBA1022	Arabic Language II	Core	2
2	HRM6063	Change Management	Core	3
3	MGT6083	Event Planning and Management	Core	3
4	xxxx	Elective I	Elective	3
5	xxxx	Elective II	Elective	3
6	xxxx	Elective III	Elective	3
<b>TOTAL</b>				<b>17</b>

#### SEMESTER 7

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	BBA1032	Arabic Language III	Core	2
2	MGT6093	Project Management	Core	3
3	IST6043	E-Commerce	Core	3
4	xxxx	Elective IV	Elective	3
5	xxxx	Elective V	Elective	3
6	xxxx	Elective VI	Elective	3
<b>TOTAL</b>				<b>17</b>



**SEMESTER 8**

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	ITR6998 / RSH6108	Industrial Training / Project Paper	Core	8
<b>TOTAL</b>				<b>8</b>

ELECTIVE OPTION	COURSE CODE	COURSE NAME	CREDIT HOURS
Elective in Entrepreneurship	ENT6073	Enterprise and Small Business Management	3
	ENT6083	International Entrepreneurship	3
	ENT6093	Franchise Management	3
	ENT6103	Technopreneurship	3
	ENT6113	Services Management	3
	ENT6123	Negotiation Skills	3
Elective in Marketing	MKT6023	Understanding Consumer	3
	MKT6043	Marketing Channels	3
	MKT6083	Integrated Marketing Communication	3
	MKT6093	Relationship Marketing	3
	MKT6103	Retailing Management	3
	MKT6113	Services Marketing	3
Elective in Logistic & Transportation	SCM6013	Transportation Management	3
	SCM6023	Logistic and Procurement Management	3
	SCM6033	International and Domestic Law of Carriage	3
	SCM6043	Distribution Management	3
	SCM6053	International Maritime Logistic and Control	3
	SCM6063	Warehousing Management	3
Elective in Human Resource Management	HRM6023	Staffing	3
	HRM6033	Performance Management	3
	HRM6043	Training and Development	3
	HRM6053	Occupational Safety and Health	3
	HRM6063	Industrial Relations	3
	HRM6073	Strategic Human Resource Management	3

**Note:**

Student need to choose one (1) elective from the options

**SUMMARY**

SEMESTER	CREDIT HOURS
SEMESTER 1	15
SEMESTER 2	16
SEMESTER 3	17
SEMESTER 4	15
SEMESTER 5	16
SEMESTER 6	17
SEMESTER 7	17
SEMESTER 8	8
<b>TOTAL CREDIT HOURS</b>	<b>121</b>