

Bachelor of Business Administration (Hons)

R2/345/6/0969(MQA/FA1711)02/29
R2-DL/345/6/0105(MQA/FA1866)04/29



Agensi Kelayakan Malaysia
Malaysian Qualifications Agency


Delivery Mode:
Conventional, Open and Distance Learning (ODL)

Duration of Study:
3 Years (Full-Time)
4 Years 8 Months (Part-Time)

Intakes
• January, May and September

Academic Schedule
• January : 14 weeks*
• May : 14 weeks*
• September : 14 weeks*

**Inclusive of exam period.*

 **Interested in this course?**
We are more than happy to share.
Email us or give us a call.

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Further Your Studies for Natural Career Progression

The Bachelor of Business Administration (Hons) programme is tailored to provide 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 a 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 specialisation of their interest and fulfill market demand.

Career Prospects

- Sales Executive
- Marketing Executive
- Product Development Executive
- Systems Analyst
- Business Analyst
- Human Resource Executive
- Credit Control Officer
- Finance Executive
- Accounts Executive
- General Administrator

Areas of Knowledge

Management

The theoretical and practical perspectives of Business Management.

Human Resource Management

Strategic staff planning and job analysis.

International Business

Cross-border transactions of goods and services between two or more countries.

Finance

Assessing profitability and building business value.

Marketing

Overview with business models including Advertising and Social Media Marketing.

Logistics

Overview the commercial activity of transporting goods to customers.

Did You Know?

CAREER PATHWAY

Human Resource Management, Logistics, Finance, Entrepreneurship, Management, International Business, Information Management and Digital Marketing.

MAX CREDIT TRANSFER

Up to 50% credit transfer for Diploma progressing into Degree.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

PTPTN, EPF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

Entry Requirements

A pass in STPM with at least Grade C (GP 2.0) in any two (2) subjects with a pass in Mathematics;

OR

A pass in STAM with at least Grade Jayyid with a pass in Mathematics;

OR

Matriculation / 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

Pass Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 in relevant field and pass Mathematics and English at SPM subject to the approval of the Senate and MUST attend bridging courses;

OR

Pass DKM / DLKM / DVM with at least CGPA 2.00 AND have at least two (2) years of work experience in relevant field and pass Mathematics and English at SPM and MUST attend bridging courses;

OR

Pass BTEC Level 4 and 5 and pass in SPM or its equivalent with at least three (3) credits in any subjects;

OR

Other equivalent qualifications recognised by the Malaysian Government;

OR

Entry requirements for admission into the Bachelor's programme (Level 6, MQF) through APEL A as approved by Ministry of Education (MOHE). Applicants must be/have:

1. A Malaysian citizen; AND
2. The candidate should be more than 21 years of age in the year of application;
3. Relevant work experience / prior experiential learning; AND
4. Pass the APEL Assessment

ENGLISH REQUIREMENT

Local Students

A pass in SPM English*

Exempted from University English Courses:

1. Distinction in SPM / SPMV English
2. MUET Band 4, 5 and 6
3. A pass in English Course at a previous institution

Required to take English Preparatory 2:

1. Credit in SPM / SPMV English
2. MUET Band 1, 2 and 3

Required to take both English Preparatory 1 and 2:

1. No credit in SPM / SPMV English

*programme standard requirement



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UNITAR International University (DU004-B)
Tierra Crest, Jalan SS6/3, Kelana Jaya,
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

International Students

1. Minimum score of 5.5 for IELTS OR its equivalent.

Programme Core Modules

- Principles of Management
- Microeconomics
- Business Accounting
- Principles of Marketing
- Macroeconomics
- English for Academic Purposes
- Organisational Behaviour
- Principles of Finance
- Human Resource Management
- Quantitative Methods
- Marketing Management
- International Business
- Corporate Social Policy
- Financial Management
- Economics for Business
- Talent Acquisition and Management
- Production and Operations Management
- Digital Business
- Supply Chain Management
- Strategic Management
- Management Information System
- E-Commerce
- Seminar in Global Strategy
- Research Methods
- Digital Marketing
- Ideation
- Discipline 1 – Elective 1
- Discipline 1 – Elective 2
- Discipline 1 – Elective 3
- Discipline 2 – Elective 1
- Discipline 2 – Elective 2
- Discipline 2 – Elective 3
- Industrial Training

University Core Modules

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

Discipline Modules

*Students are required to choose any TWO (2) disciplines from six disciplines below

Discipline 1: Human Resource Management

- Labour Law and Industrial Relations
- Safety and Health Administration
- Contemporary Issues in HR

Discipline 2: Logistics

- Logistics Management
- Transportation Management
- Warehouse Management

Discipline 3: Finance

- Corporate Finance
- Investment Analysis
- Financial Markets and Institutions

Discipline 4: International Business

- International Trade and Policy
- International Human Resource Management
- International Finance

Discipline 5: Management

- Project Management
- Organisational Development
- Total Quality Management

Discipline 6 : Marketing

- Consumer Behaviour
- Retail Management
- Integrated Marketing Communication

Be in high demand in almost any sector or organisation.

Online Mode available - You may study at any location at your own pace and get advice/guidance without having to travel to campus.

Credit Transfer - Earn the degree that you want within lesser time and cost by transferring credits from your previous educational institution.