

Bachelor of Business Administration with Honours

The programme of Business Administration with Honours is the earliest programme that offered when the university established in 1984. The programme offered is based on the consideration and research of related programmes offered by top universities in countries such as Great Britain, Canada, Australia and the United States of America. The aim is to produce skilful graduates who are knowledgeable in business and administration and are competent in the business arena and Malaysian administrative environment. This programme is continuously improved and monitored to meet the industrial requirements, and to cultivate graduates who are proficient in managing business and professionals who are able to embrace business theories and put them into practice. It is expected that these graduates will be able to identify and solve management problems either at local or global level. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM



**Pusat Pengajian
Pengurusan Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia



ENTRY REQUIREMENTS

STPM / STAM:

- **CGPA 2.75** and above
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 3** in Malaysian University English Test (MUET)

Matriculation:

- **CGPA 2.75** and above
- At least **Grade C+ (2.33)** in Mathematics
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 3** in Malaysian University English Test (MUET)

Foundation:

- **CGPA 2.75** and above
- At least **Grade C+ (2.33)** in Introduction to Economics / Basic Economics / Economics
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 3** in Malaysian University English Test (MUET)

Diploma:

- A diploma or equivalent qualification from institutions of higher learning recognised by the Malaysian government and approved by the University Senate with at least a **CGPA of 2.75**
- At least **Band 3** in Malaysian University English Test (MUET)

Vocational Diploma (DVM):

- A Malaysian Vocational Diploma in the field of **Business** or relevant field recognised by the Malaysian government and approved by the University Senate with at least a **CGPA of 3.00**
- At least **Grade C** in Mathematics in SVM
- At least **Band 3** in Malaysian University English Test (MUET)

PROGRAMME STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

The BBA (Hons) programme structure comprises of **SEVEN (7)** components as follow:

University Core	16 Credit Hours
English Core	9 Credit Hours
Programme Core	71 Credit Hours
Language	9 Credit Hours
Minor	18 Credit Hours
Programme Elective	3 Credit Hours
Free Elective	3 Credit Hours

University Core

- Philosophy and Contemporary Issues
- Penghayatan Etika dan Peradaban
- Malaysian Nationhood Studies
- * Malay as Foreign Language I
- Introduction to Entrepreneurship
- Ko-Kurikulum

* International student requirement

English Core

Students are required to sit for English language course based on MUET/IELTS/TOEFL result obtained during application. Refer [Appendix A](#)

Programme Core

- Principles of Economics
- Business Accounting
- Principles of Marketing
- Principles of Management
- Introduction to Statistics
- Computer Application in Management
- Financial Management
- Organizational Behaviour
- Human Resource Management
- Business Law
- International Business
- Creativity and Innovation
- English for Professional Communication
- Quality Management
- Strategic Management
- E-commerce
- Management Information System
- Seminar in Management Thinking
- Entrepreneurship
- Management Ethics
- Research Methodology
- Practicum

Language

- Mandarin I
- Mandarin II
- Mandarin III

* Chinese literate students are required to select other language

Minor

Students are required to select **ONE (1)** minor stream from the list in [Appendix B](#)

Programme Elective

Students are required to select **ONE (1)** elective from the following:

- Service Marketing
- Principles of Transport and Logistic
- Theory and Philosophy of Takaful
- Business Plan
- Islamic Business Ethics and Social Responsibility
- Event Management

Free Elective

Students are required to select **ONE (1)** free elective offered by other school.

PROPOSED STUDY PLAN FOR BACHELOR OF BUSINESS ADMINISTRATION (HONS)

Semester 1	Credit Hour	Semester 2	Credit Hour
Principles of Markeing	3	Computer Application in Management	3
English Core	3	Language I	3
Malaysian Nationhood Studies	3	English Core	3
Introduction to Entrepreneurship	3	Principles of Economics	3
Principles of Management	3	Philosophy and Contemporary Issues	3
Business Accounting	3	Introduction to Statistics	3
Ko-kurikulum	1	Ko-kurikulum	1
Semester 3	Credit Hour	Semester 4	Credit Hour
Financial Management	3	Programme Elective	3
Language II	3	Language III	3
Organizational Behaviour	3	Human Resource Management	3
Management Ethics	3	English for Professional Communication	3
Penghayatan Etika dan Peradaban	3	International Business	3
English Core	3	Ko-Kurikulum	1
Ko-Kurikulum	1		
Semester 5	Credit Hour	Semester 6	Credit Hour
Minor I	3	Research Methodology	3
Free Elective	3	E-commerce	3
Management Information System	3	Minor II	3
Entrepreneurship	3	Minor III	3
Creativity and Innovation	3	Minor IV	3
Business Law	3		
Semester 7	Credit Hour	Semester 8	Credit Hour
Minor V	3	Practicum	8
Minor VI	3		
Seminar in Management Thinking	3		
Strategic Management	3		
Quality Management	3		

Programme Structure

Bachelor of Business Administration (BBA Hons.)





Our Vision

To be an eminent school of business management

Our Mission

To advance business management knowledge and develop leaders with holistic characteristics to serve the global community

Contact Us

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