

Bachelor of Entrepreneurship with Honours

The aim of this programme is to produce graduates who possess the entrepreneurial characteristics such as creativity, abilities, knowledge, skills, initiatives and personal attributes to acquire opportunities in the job market, improve their chances of career mobility, and to initiate a new business venture as a viable career choice. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment.



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 2** 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 2** 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 2** 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 2** 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 2** in Malaysian University English Test (MUET)



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PROGRAMME STRUCTURE FOR BACHELOR OF ENTREPRENEURSHIP (HONS.)

The BEnt. (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
Entrepreneurial Finance
Entrepreneurial Behaviour and Skills
Business Law
Business Plan
Creativity and Innovation
Business Development Management
Franchise Business Management
Entrepreneurial Networking Management
E-commerce
Strategic Management
Seminar in Entrepreneurship
Family Business
Management Ethics
Research Methodology
Practicum

Free Elective

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

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:

Quality Management
Islamic Economic Management
Management Information System
Principles of Transportation and Logistic
Consumer Behaviour
Sales Management
Service Marketing
Electronic Marketing
Relationship Marketing
Fiqh Muamalat
Human Resource Management
Heirloom, Hibah and Will Management
Credit Management
International Business

Programme Structure

Bachelor of Entrepreneurship (BEnt. Hons.)

PROPOSED STUDY PLAN FOR BACHELOR OF ENTREPRENEURSHIP (HONS)

Semester 1

Principles of Marketing	Credit Hour	3
English Core		3
Malaysian Nationhood Studies		3
Introduction to Entrepreneurship		3
Principles of Management		3
Business Accounting		3
Ko-kurikulum		1

Semester 3

Entrepreneurial Behaviour and Skills	Credit Hour	3
Language I		3
Creativity and Innovation		3
Minor I		3
Penghayatan Etika dan Peradaban		3
English Core		3
Ko-Kurikulum		1

Semester 5

Entrepreneurial Networking Management	Credit Hour	3
Family Business		3
Franchise Business Management		3
Language III		3
Minor III		3
Minor IV		3

Semester 7

E-commerce	Credit Hour	3
Strategic Management		3
Seminar in Entrepreneurship		3
Programme Elective		3
Free Elective		3

Semester 2

Computer Application in Management	Credit Hour	3
Financial Management		3
English Core		3
Principles of Economics		3
Philosophy and Contemporary Issues		3
Introduction to Statistics		3
Ko-kurikulum		1

Semester 4

Entrepreneurial Finance	Credit Hour	3
Management Ethics		3
Business Law		3
Minor II		3
Language II		3
Ko-Kurikulum		1

Semester 6

Research Methodology	Credit Hour	3
Business Development Management		3
Business Plan		3
Minor V		3
Minor VI		3

Semester 8

Practicum	Credit Hour	8
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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

SCHOOL OF BUSINESS MANAGEMENT

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