

# Bachelor of Entrepreneurship with Honours (2u2i Mode)

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)

\* **ALL** Passed psychometric tests, written tests and prescribed interviews for entry requirements above



Pusat Pengajian  
Pengurusan Perniagaan  
SCHOOL OF BUSINESS MANAGEMENT  
Universiti Utara Malaysia

PROGRAMME STRUCTURE FOR BACHELOR OF ENTREPRENEURSHIP (HONS.) (2u2i Mode)

The BEnt. (Hons)(2u2i Mode) programme structure comprises of **SEVEN (7)** components as follow:

University Core	16 Credit Hours
English Core	9 Credit Hours
Programme Core	27 Credit Hours
Language	9 Credit Hours
Incubation Course	12 Credit Hours
2I (Industrial Training)	54 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  
Management Ethics  
Strategic Management  
Financial Management  
Business Law  
Business Plan

Language

Students **MUST** take **THREE (3)** levels of Language coursesMandarin.

Mandarin I  
Mandarin II  
Mandarin III  
\* Chinese literate students are required to select other language

Free Elective

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

Incubation Course

Students **MUST** take **FOUR (4)** levels of Incubation coursesthe following:

Incubation 1  
Incubation 2  
Incubation 3  
Incubation 4

2I (Industrial Training)

Students **MUST** take **ALL** courses for 2I (Training Industry) as follows:

Seed 1  
Creativity and Innovation Business  
Seed 2  
Sales Management Entrepreneurship  
Start-up 1  
Start-up 2

PROPOSED STUDY PLAN FOR BACHELOR OF ENTREPRENEURSHIP (HONS) (2u2i Mode)

Course Code	1 <sup>ST</sup> SEMESTER	Credit Hours	Course Code	2 <sup>ND</sup> SEMESTER	Credit Hours
MPU1043	Falsafah dan Isu Semasa	3	SBLExxxx	Teras Bahasa Inggeris	3
BPMN1013	Pengantar Pengurusan	3	BEEB1013	Prinsip Ekonomi	3
SBLExxxx	Teras Bahasa Inggeris	3		Keperluan Bahasa 1	3
BPME1013	Asas Keusahawanan	3	MPU1013	Penghayatan Etika dan Peradaban	3
SADN1033	Kenegaraan Malaysia	3	BWFF2033	Pengurusan Kewangan	3
BKAL1013	Perakaunan Perniagaan	3	VXXXXXXX	Ko-Kurikulum II	1
VXXXXXXX	Ko-Kurikulum	1	BPME3093	Inkubasi 2	3
BPME3083	Inkubasi 1	3			
Total		22	Total		19
Course Code	3 <sup>RD</sup> SEMESTER	Credit Hours	Course Code	4 <sup>TH</sup> SEMESTER	Credit Hours
BPME2043	Rancangan Perniagaan	3	BPMN3023	Pengurusan Strategik	3
BPMM1013	Pengantar Pemasaran	3		Keperluan Bahasa III	3
SBLExxxx	Teras Bahasa Inggeris	3		Elektif Bebas	3
	Keperluan Bahasa II	3	BPMN3123	Etika Pengurusan	3
GLUL2023	Undang-Undang Perniagaan	3	VXXXXXXX	Ko-Kurikulum IV	1
VXXXXXXX	Ko-Kurikulum III	1	BPME3113	Inkubasi 4	3
BPME3103	Inkubasi 3	3			
Total		19	Total		16
Course Code	5 <sup>TH</sup> SEMESTER	Credit Hours	Course Code	6 <sup>TH</sup> SEMESTER	Credit Hours
BPME4112	Seed 1	12	BPME4212	Seed 2	12
BPME4013	Kreativiti dan Inovasi	3	BPME4023	Pengurusan Jualan	3
Total		15	Total		15
Course Code	7 <sup>TH</sup> SEMESTER	Credit Hours	Course Code	8 <sup>TH</sup> SEMESTER	Credit Hours
BPME4312	Start-Up 1	12	BPME4412	Start-Up 2	12
Total		12	Total		12

Programme Structure

Bachelor of Entrepreneurship (2u2i Mode)







## 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**

Universiti Utara Malaysia

06010 Sintok

Kedah Darul Aman



+604 – 928 7401



+604 – 928 7422



sbm@uum.edu.my



<https://www.sbm.uum.edu.my>



School of Business Management,  
College of Business UUM



sbmcob



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Universiti Utara Malaysia