

UNDERGRADUATES PROGRAMMES



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

Universiti Utara Malaysia



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School of Business Management,
College of Business UUM



sbmcob



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

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 (literature & Science) / STAM:

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Matriculation (Accounting & Science):

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Foundation (Law):

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Diploma (IPTA, Polytechnic & IPTS):

- 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**
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia 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 Academic **CGPA of 3.00**
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

PROGRAMME STRUCTURE FOR BACHELOR OF ENTREPRENEURSHIP (HONS.)

The B.Ent (Hons) programme structure comprises of **SEVEN (7)** components as follow:

University Core	12 Credit Hours
English Core	6 Credit Hours
Programme Core	42 Credit Hours
Language	9 Credit Hours
Discipline Core	36 Credit Hours
Programme Elective	6 Credit Hours
Free Elective	3 Credit Hours
Industrial Training	8 Credit Hours
Total	122 Credit hours

University Core

1. International Students **MUST** replace **MPUI013** course **Appreciation of Ethics and Civilization** with **MPUI032** course **Basic Malay for Foreign Speakers**.

2. Choose **ONE (1)** co-curricular field that the student is interested in subject to the conditions stipulated under the field the said.

English Core

Students are required to sit for English language course based on MUET/IELTS/TOEFL result obtained during application.

Programme Core

- Principles of Economics
- Business Accounting
- Principles of Marketing
- Principles of Management
- Introduction to Statistics
- Human Resource Management
- Financial Management
- Production and Operation Management
- Brand Management and Product
- Business Law
- Franchise Business Management
- Strategic Management
- Management Ethics
- Research Methodology

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*

Discipline Core

Students are required to select **ONE (1)** CORE stream

Programme Elective

Students have to choose any **TWO (2)** courses from the list

- 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

Industrial Training

Have taken and passed all courses under the program structure.

Programme Structure

Bachelor of Entrepreneurship (B.Ent Hons)



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