

UNDERGRADUATES PROGRAMMES



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

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School of Business Management,
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Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

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 (literature & Science) / STAM:

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 2** (up until the 2020) or **Band 2.5** (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 2** (up until the 2020) or **Band 2.5** (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 2** (up until the 2020) or **Band 2.5** (starting from 2021) in the Malaysia University English Test (MUET)
- 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 2** (up until the 2020) or **Band 2.5** (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 2.00**
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 2** (up until the 2020) or **Band 2.5** (starting from 2021) in the Malaysia University English Test (MUET)

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

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

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

University Core	12 Credit Hours
English Core	6 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
Total	123 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

Language Plan

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 courses the 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

Programme Structure

Bachelor of Entrepreneurship (2u2i Mode)

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

Course Code	1 ST SEMESTER	Credit Hours	Course Code	2 ND SEMESTER	Credit Hours
MPU1043	Falsafah dan Isu Semasa	2	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	2	MPU1013	Penghayatan Etika dan Peradaban	2
SADN1033	Kenegaraan Malaysia	2	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		19	Total		18
Course Code	3 RD SEMESTER	Credit Hours	Course Code	4 TH SEMESTER	Credit Hours
BPME2043	Rancangan Perniagaan	3	BPMN3023	Pengurusan Strategik	3
BPMM1013	Pengantar Pemasaran	3		Keperluan Bahasa III	3
	Keperluan Bahasa II	3		Elektif Bebas	3
GLUL2023	Undang-Undang Perniagaan	3	BPMN3123	Etika Pengurusan	3
BPME3103	Inkubasi 3	3		Integrasi & Anti-rasuah	2
			BPME3113	Inkubasi 4	3
Total		15	Total		17
Course Code	5 TH SEMESTER	Credit Hours	Course Code	6 TH SEMESTER	Credit Hours
BPME4112	Seed 1	12	BPME4212	Seed 2	12



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