

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 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



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
- At least **Grade C+ (2.33)** in Introduction to Economics / Basic Economics / Economics
- **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 BUSINESS ADMINISTRATION (HONS.)

The BBA (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
Dicipline Core	36 Credit Hours
Programme Elective	6 Credit Hours
Free Elective	3 Credit Hours
Industrial Trainin	8 Credit Hours
Total	122 Credit hours

University Core

** International student requirement*

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

English Core

Students need to take the Core English course accordingly MUET results obtained during the admission application.

Common Core

- Principles of Economics
- Principles Accounting Financial
- Principles of Marketing
- Principles of Management
- Introduction to Statistics
- Financial Management
- Organizational Behaviour
- Human Resources Management
- International Business
- Strategic Management
- Management Information System
- Entrepreneurship
- Management Ethics

Language

Mandarin I

Mandarin II

Mandarin III

** Students of Chinese descent should choose any language course foreign EXCEPT Mandarin.*

** Any student from a Chinese school should choose either foreign language courses EXCEPT Mandarin.*

** International students are allowed to choose any language course foreign EXCEPT Native Language.*

** Students need to complete the first to third level of any chosen Language Course.*

Dicipline Core

- Business Intelligence & Data Analytic
- Law Business
- Research Methodology
- Thinking Seminar Management
- Business Growth Management
- Family Business
- Creativity and Innovation
- Sales Management
- Service Marketing
- Integrated Marketing Communication
- Industrial Relations
- Remuneration And Rewards Management

Programme Elective

Students can take any 2 courses in the following fields:

- Human Resources Management
- Marketing
- Entrepreneurship
- Logistics and Transportation Management
- Operations Management
- International Management Economy
- Financial
- Banking
- Muamalat Management

Free Elective

Students have to choose any **ONE (1)** course offered by program from other study centers taking into account the subject the following:

- Must meet course prerequisites if the course require prerequisites.
- Equivalent courses cannot be used as Free Electives..

Industrial Training

Have taken and passed all courses under the program structure.

Programme Structure

Bachelor of Business Administration (BBA Hons)

