

# Program Sarjana Muda



Pusat Pengajian Pengurusan  
Perniagaan

SCHOOL OF BUSINESS MANAGEMENT

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College of Business UUM



sbmcob

# BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

## ENTRY REQUIREMENTS

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.

### 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)



# STRUKTUR PROGRAM SARJANA MUDA PENTADBIRAN PERNIAGAAN DENGAN KEPUJIAN [BBA (HONS)]

Program Sarjana Muda Pentadbiran Perniagaan dengan kepujian [BBA (Hons)] terdiri daripada **LAPAN (8)** komponen seperti di bawah:

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## CADANGAN PENGAMBILAN KURSUS MENGIKUT SEMESTER UNTUK PROGRAM SARJANA MUDA PENTADBIRAN PERNIAGAAN DENGAN KEPUJIAN [BBA (HONS)]

Semester 1	Jam Kredit	Semester 2	Jam Kredit
BKAFK1023 Pengantar Perakaunan Kewangan	3	BWFFK2033 Pengurusan Kewangan	3
MPB2013 English Language Enrichment I	3	SBLFKXXXX Keperluan Bahasa 1	3
MPU1052 Prinsip Keusahawanan	2	MPB3013 English Language Enrichment II	3
BPMNK1013 Pengantar Pengurusan	3	BPMHK2013 Pengurusan Sumber Manusia	3
SQOSK1013 Pengantar Statistik	3	BPMNK1013 Pengantar Pemasaran	3
MPU1022 Penghayatan Etika dan Peradaban	2	BEEBK1013 Prinsip Ekonomi	3
MPU1012 Falsafah dan Isu Semasa	2	VXXXXXX1 Ko-Kurikulum	1
VXXXXXX1 Ko-Kurikulum	1		
<b>JUMLAH JAM KREDIT</b>	<b>19</b>	<b>JUMLAH JAM KREDIT</b>	<b>19</b>
Semester 3	Jam Kredit	Semester 4	Jam Kredit
BPMNK2023 Gelagat Organisasi	3	BPMNK3123 Etika Pengurusan	3
BPMEK2023 Kreativiti & Inovasi	3	GLULK2023 Undang-Undang Perniagaan	3
SBLFXXXX Keperluan Bahasa 2	3	GFMK2023 Perniagaan Antarabangsa	3
Elektif Bebas	3	BPMEK3073 Keusahawanan	3
MPU1042 Kenegaraan Malaysia	2	SBLFXXXXX Keperluan Bahasa 3	3
BPMEK3043 Perniagaan Keluarga	3	BJMPK2033 Pengurusan Pengeluaran & Operasi	3
BPMNK2033 Data Analitik dan Kecerdasan Perniagaan	3		
<b>JUMLAH JAM KREDIT</b>	<b>20</b>	<b>JUMLAH JAM KREDIT</b>	<b>18</b>
Semester 5	Jam Kredit	Semester 6	Jam Kredit
BPMNK3143 Kaedah Penyelidikan	3	Elektif Program 2	3
BPINK3053 Sistem Maklumat Pengurusan	3	BPMNK3023 Pengurusan Strategik	3
MPU1062 Integriti dan Anti Rasuah	2	BPMHK3043 Pengurusan Imbuhan dan Ganjaran	3
Elektif Program 1	3	BPCM3103 Komunikasi Pemasaran Bersepadu	3
BPMHK3103 Perhubungan Industri	3	BPMNK3083 Pemasaran Servis	3
BPMNK3023 Pengurusan Jualan	3	BPMNK3103 Seminar Pemikiran Pengurusan	3
BPMEK3013 Pengurusan Perkembangan Perniagaan	3		
<b>JUMLAH JAM KREDIT</b>	<b>20</b>	<b>JUMLAH JAM KREDIT</b>	<b>18</b>
Semester 7	Jam Kredit		
BPBXX4948 Latihan Industri (LI)	8		
<b>JUMLAH JAM KREDIT</b>	<b>8</b>		

### Teras Universiti

MPU1012 Falsafah dan Isu Semasa  
 MPU1022 Penghayatan Etika dan Peradaban  
 \*MPU1032 Bahasa Melayu Asas kepada Penutur Asing  
 MPU1042 Kenegaraan Malaysia  
 MPU1052 Prinsip Keusahawanan  
 MPU1062 Integriti dan Anti Rasuah  
 VXXXXXX Ko-Kurikulum

\*Pelajar Antarabangsa WAJIB menggantikan kursus MPU1022 Penghayatan Etika dan Peradaban dengan kursus MPU1032 Bahasa Melayu Asas kepada Penutur Asing.

### Teras Bahasa Inggeris

Pelajar perlu mengambil kursus Teras Bahasa Inggeris mengikut keputusan MUET/IELTS/TOEFL yang diperolehi semasa permohonan kemasukan. [RUJUK LAMPIRAN A.](#)

### Teras Umum

BEEBK1013 Prinsip Ekonomi  
 BKAFK1023 Pengantar Perakaunan Kewangan  
 BPMNK1013 Pengantar Pemasaran  
 BPMNK1013 Pengantar Pengurusan  
 SQOSK1013 Pengantar Statistik  
 BWFFK2033 Pengurusan Kewangan  
 BPMNK2023 Gelagat Organisasi  
 BPMHK2013 Pengurusan Sumber Manusia  
 GFMK2023 Perniagaan Antarabangsa  
 BJTNK2033 Pengurusan Pengeluaran & Operasi  
 BPMNK3023 Pengurusan Strategik  
 BPINK3053 Sistem Maklumat Pengurusan  
 BPMEK3073 Keusahawanan  
 BPMNK3123 Etika Pengurusan

### Keperluan Bahasa

SBLFK1053 Bahasa Mandarin I  
 SBLFK2053 Bahasa Mandarin II  
 SBLFK3053 Bahasa Mandarin III

- Pelajar *berketurunan Cina* perlu memilih mana-mana kursus bahasa asing **KECUALI** Bahasa Mandarin
- Mana-mana pelajar dan *sekolah-aliran Cina* perlu memilih mana-mana kursus bahasa asing **KECUALI** Bahasa Mandarin.
- Pelajar antarabangsa dibenarkan memilih mana-mana kursus bahasa asing **KECUALI** Bahasa Ibunda.

### Teras Disiplin

BPMNK2033 Business Intelligence & Data Analytics  
 GLULK2013 Undang-undang Perniagaan  
 BPMNK3143 Kaedah Penyelidikan  
 BPMNK3103 Seminar Pemikiran Pengurusan  
 BPMEK3013 Pengurusan Perkembangan Perniagaan  
 BPMEK3043 Perniagaan Keluarga  
 BPMEK2023 Kreativiti dan Inovasi  
 BPMNK2023 Pengurusan Jualan  
 BPMNK3083 Pemasaran Servis  
 BPCM3103 Komunikasi Pemasaran Bersepadu  
 BPMHK3103 Perhubungan Industri  
 BPMHK3043 Pengurusan Imbuhan dan Ganjaran

### Elektif Program

Pelajar perlu mengambil mana-mana **DUA (2) KURSUS** bersamaan **ENAM (6) JAM KREDIT** (selain dari kursus-kursus yang ditawarkan dalam teras disiplin dari mana-mana disiplin bidang pengurusan) oleh Pusat Pengajian dengan syarat perlu memenuhi prasyarat kursus sekiranya kursus tersebut memenuhi prasyarat.

Pelajar boleh mengambil mana-mana **DUA (2) KURSUS** dalam **SATU (1) bidang** berikut:

- Pengurusan Sumber Manusia
- Pemasaran
- Keusahawanan
- Pengurusan Logistik dan Pengangkutan
- Pengurusan Operasi
- Pengurusan Antarabangsa
- Ekonomi
- Kewangan
- Perbankan
- Pengurusan Muamalat

Sila rujuk Lampiran B: Senarai Elektif Program

### Elektif Bebas

Pelajar perlu memilih mana-mana **SATU (1) kursus** yang ditawarkan oleh program dari pusat pengajian lain dengan mengambil kira perkara berikut:

- Perlu memenuhi prasyarat kursus sekiranya kursus tersebut memerlukan prasyarat.
- Kursus-kursus setara tidak boleh dijadikan sebagai Elektif Bebas.

### Latihan Industri

Telah mengambil dan lulus kesemua kursus di bawah struktur program

