

# BUSINESS & ACCOUNTING

Global.  
Entrepreneurial.  
Trendsetter.

**#GoForIt with MMU**

---


Diecut line





---

Diecut line

A professional portrait of Professor Datuk Dr. Ahmad Rafi Mohamed Eshaq. He is a middle-aged man with dark hair and a goatee, wearing a grey suit jacket, a white shirt, and a striped tie. He is standing outdoors with green foliage in the background, leaning on a dark railing with his hands clasped. The photo is framed by a thin yellow border.

PROFESSOR DATUK DR. AHMAD RAFI  
MOHAMED ESHAQ  
CEO/President, Multimedia University

“Education is the most powerful weapon used to change the world. Our greatest responsibility as educators is to teach our students to think both intensely and critically. By equipping our students with the right tools, knowledge and skills, they can go out into the world and shape their future.

As a Premier Digital Tech University and being a trendsetter of the private higher learning provider in Malaysia, we are steadfast in preparing our graduates for leadership roles in their respective disciplines and professions.”

---

PROFESSOR DATUK DR. AHMAD RAFI  
MOHAMED ESHAQ  
CEO/President, Multimedia University

# BUSINESS AND ACCOUNTING AT MMU

MMU is the university for you to pursue a degree in business and accounting. MMU offers award-winning, practical and industry-ready degrees that prepares you to be competent and outstanding in your career in business.

We seek to empower our students with expertise and knowledge, and are committed to offer programmes in a global context to enhance your depth and perception for successful careers in the business, government, and non-profit sectors.

Both our Faculty of Management and Faculty of Business incorporate industry-led curriculum so you will gain not only technical knowledge and skills, but also relevant soft and management skills. Many of our lecturers are professionals and specialists in their fields who will be able to impart real-life experience and solutions to your learning. We also have strong collaborations with global industry leaders who are ready to share their knowledge of cutting-edge innovative technologies to keep you up-to-the-minute with current and future industry needs.

# PROMOTING INNOVATION AND ENTREPRENEURSHIP

MMU was the **first private university approved** by the Malaysian government. We adhere to the strictest requirements for a high quality degree; going beyond academic excellence to offer the best, complete and balanced university experience for our students.

A study by Gartner and MSC Malaysia found that MMU is among the **top five universities** preferred by major ICT players for graduate employment - a testament to the quality of our academicians, curriculum, student development programmes and our solid reputation with the industries.

One of the university's primary objectives is to be able to **inspire and innovate others**. We understand that the future lies in technology, and we are adamant to help shape people who will help make a better tomorrow.





---

Diecut line



SHERLYN TAN HUI LIN  
Bachelor in Business Administration (Hons.)  
(Finance with Multimedia) 2010

MMU Alumni

“Of those whom I kept in touch with, we seem to be bolder in taking risks, tackling challenges and chasing our passions. I don’t know anyone else from MMU who is in the fashion industry. It’s a rather elitist industry, so if you don’t come from a famous fashion school, it’s hard to break into that circle.”

—  
SHERLYN TAN HUI LIN  
Managing Director and Founder of Twenty3



# AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK



- Be part of a globally ranked university that is listed in the **Top 200 QS World University Rankings** and continues to strive with solid breakthrough to be at the 179<sup>th</sup> spot in **QS Asia University Rankings**.
- Study alongside 1,500 **international students** from more than 70 countries.
- Experience the best and latest technologies from our collaborations with **major ICT players** such as ZTE, Nokia, Intel, Microsoft, Cisco and Motorola.
- Get exposure to some of the **best practices of the world's best universities** such as MIT, Stanford, Carnegie Mellon, Harvard, USC and Tokyo University.



**Top 200 in QS Asia  
University Rankings  
2018**



**Top 3 - Most  
Entrepreneurial  
Private University**

MOHE Entrepreneurial Award  
(MEA) 2016



**Awarded Self-  
Accreditation Status,  
2017**

Malaysian Qualifications  
Agency (MQA) 2017



**97% Employability  
within 6 months  
of graduation**

Ministry of Higher Education  
(MoHE) Tracer Study &  
MOE Kemaskini Status  
Pekerjaan 2015



**MMU's IT Graduates  
are most preferred  
by Malaysian Firms**  
Frost & Sullivan Asia Pacific  
(MDEC's Malaysian Digital  
Talent Study 2017 Final  
Findings)



**Premier Digital Tech  
University Status, 2017**

Ministry of Higher Education  
(MoHE) and Malaysia Digital  
Economy Corporation (MDEC)

# AN ENTREPRENEURIAL UNIVERSITY WITH INDUSTRY-READY PROGRAMMES



## **A Well-rounded Education**

Be empowered with the fundamentals of your field of study that also incorporate entrepreneurial skills and expertise which are relevant to your respective industries and job markets.



## **Industry in Campus**

Be connected and gain benefit from our state-of-the-art labs established by our industry collaboration with ZTE, Microsoft, Intel and many more.



## **Ready for Industry**

Be enthused with Start-up Schemes from the Entrepreneur Development Centre (EDC) to encourage innovation and entrepreneurship ventures.



SHARIFAH SARAH  
SYED MOHAMED TAHIR  
Bachelor of Accounting (Hons.), 2003

---

Diecut line

MMU Alumni

“What I have achieved today disproves the perception that local graduates are less employable than overseas graduates. I truly believe that the experience and exposure that I have gained during my time in MMU has contributed to shape the person I am today. I am proud to be a graduate of MMU.”

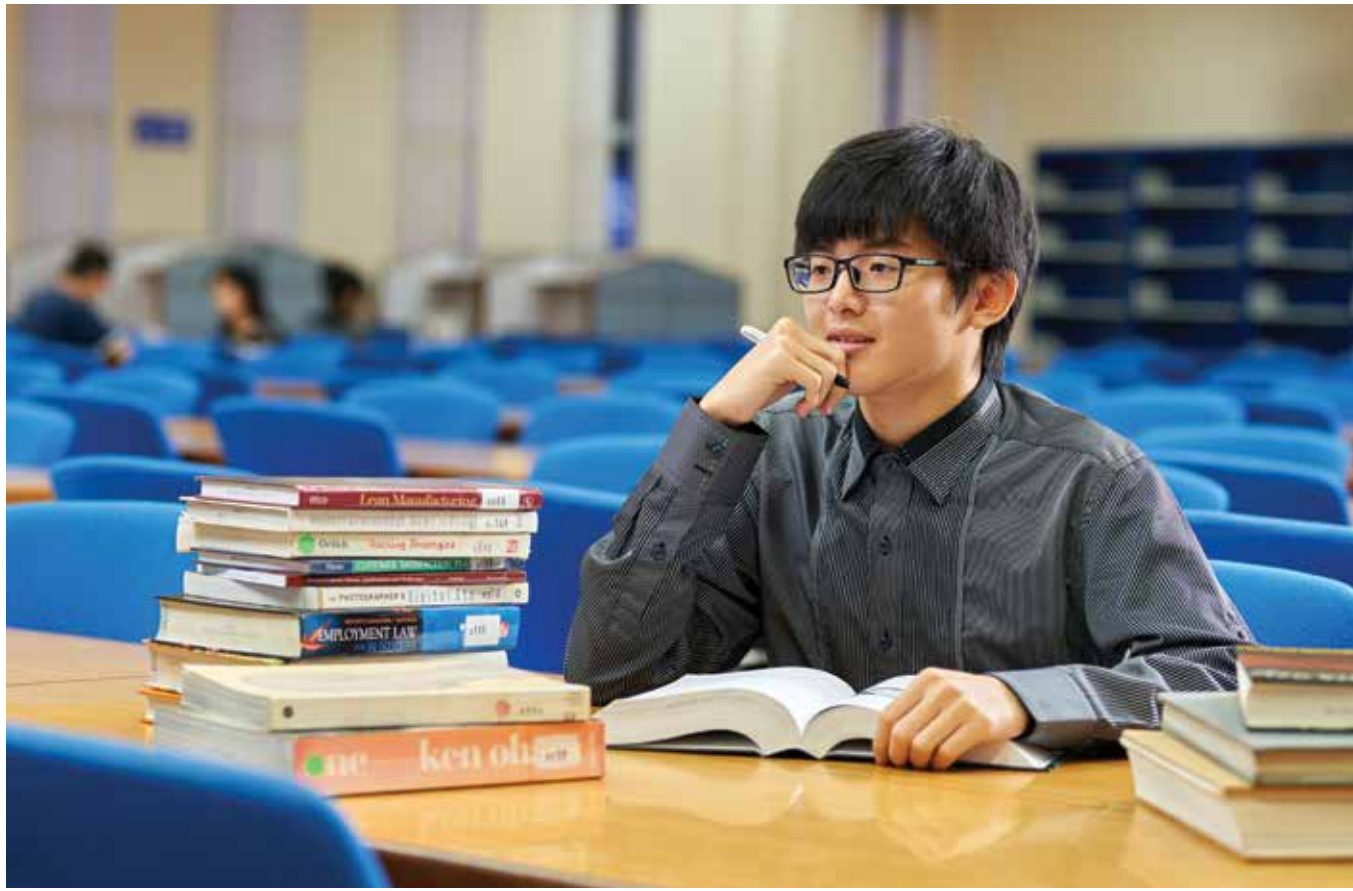
—

SHARIFAH SARAH SYED MOHAMED TAHIR  
Head of Strategic Management,  
Maybank Islamic Banking Group.

---

Diecut line









# A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

- We offer programmes which are tailored to industry's needs.
- Nearly 50% of our programmes are developed for fast growing industries.
- We produce graduates who are setting new standards in Malaysia's industries. Among our successful alumni are Mohd Nizam Abd Razak, the Creator of BoBoiBoy, who has boosted the animation industry in Malaysia and Tan Aik Keong, Director of Agmo Studio, a multi-award winning mobile app development company.



# A VIBRANT AND CONDUCTIVE CAMPUS LIFE

- Convenient and comfortable accommodation – on-campus and off-campus.
- Intelligent and high-tech labs.
- Digital libraries.
- Set studio and post-production suite.
- Over 100 clubs and societies.
- Extensive infrastructure – campus-wide Wi-Fi, health clinics, mosques, 24-hour security, food & beverage outlets and more.
- Comprehensive Sports Centre – track & field, indoor sports arena, gym as well as an olympic-sized swimming pool.



Scan this code  
to view more on  
our facilities.



# TOP MALAYSIAN PRIVATE UNIVERSITY\*



\* Top 3 in QS Asia University Rankings 2018 among private universities in Malaysia.



Faced with the challenging demands of a knowledge-based economy, business and management degrees from MMU will definitely hold you in good stead for the future. The unique blend of management fundamentals and knowledge technologies conducted in collaboration with SAP University Alliances, along with a commitment to nurturing an entrepreneurial mindset and independent thinking, will help you meet global industry expectations.

*Our mission is to cultivate talents who are idea innovators, solution providers, and catalysts of change in business, accounting and management.*

# WHY BUSINESS AND ACCOUNTING AT MMU



**Collaborations with top companies** to provide certification programmes to students

**Industry-recognised lecturers** who hold advisory positions with global organisations (UNESCO) Adjunct professors from the industry (Epic Valley, TM)



The only university in Malaysia with a **full-fledged Bloomberg lab** for financial analysis



Mentoring environment to nurture future professionals who are accountable and hold highly relevant competencies.  
Core **Employability Skills** integrated into all programmes



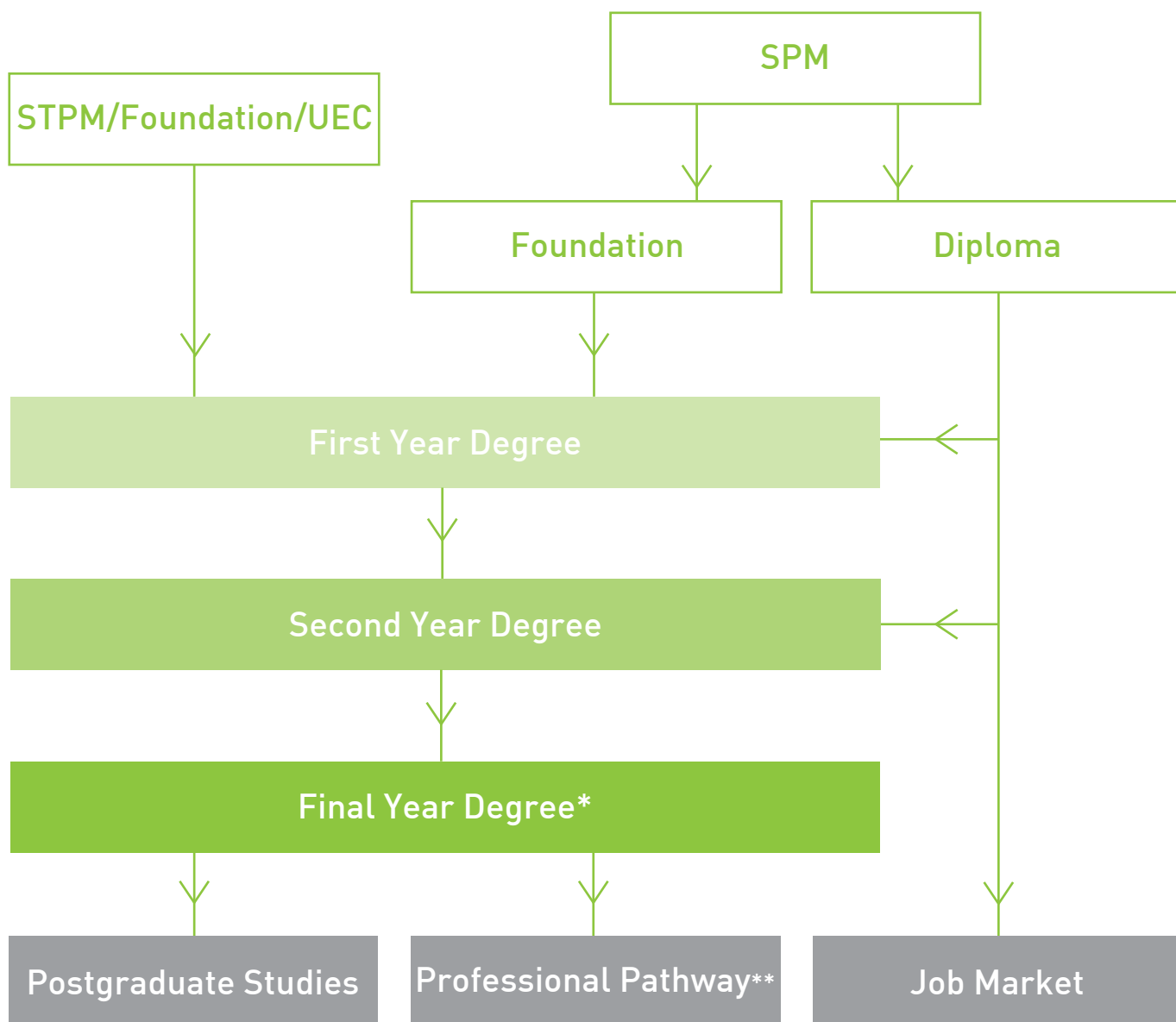
**Innovative curriculum** that embeds Management Analytics components and Entrepreneurial thinking in all programmes



**Real working assignments** for action-based learning that exposes students to the industry

# STUDY ROUTE

There isn't just one route to discover and develop your true potential. At MMU, we cater to nearly every possibility.



\* Final year might differ depending on programme

\*\* Applicable only to Bachelor of Accounting (Hons.)



# FACULTY OF MANAGEMENT

## Cyberjaya Campus

Located within Cyberjaya and built on an 80-hectare plot of land with all the advantages of high technology, MMU Cyberjaya is equipped with various intelligent features such as multimedia learning facilities, intelligent building systems, a digital library, and an integrated campus management system designed to nurture innovative management graduates.



Scan this code  
to view our  
faculty video.

# Foundation in Management

(R/010/3/0192) 06/19 [A9589]

Management, finance and business skills are fundamental for success in any industry. Companies are constantly looking for employees with excellent management skills and sharp business acumen, such as those our graduates acquire through our Bachelor programmes.

Before students embark on their chosen disciplines, the Foundation in Management is a one-year foundation programme that essentially prepares the students to be more adaptive and to gain more excellence when they move on to their selected management, finance and business disciplines.

After completion of the foundation programme you can opt for a related degree programme from either Faculty of Management (FOM) or Faculty of Business (FOB)

## PROGRAMME STRUCTURE FOR FOUNDATION IN MANAGEMENT

### Trimester 1

- Communicative English
- Essential Mathematics
- Essential of Microeconomic
- Essential of Financial Accounting
- University Study Skills

### Trimester 2

- Essential English
- Computer Applications in Business
- Introduction to Business
- Introduction to Law
- Essential Statistics
- Social and Emotional Health

### Trimester 3

- Academic English
- Essential of Macroeconomics
- Essential of Management Accounting

## PROGRAMME STRUCTURE FOR FOUNDATION IN MANAGEMENT (FOR THOSE WHO WANT TO PURSUE BACHELOR'S DEGREE IN FINANCIAL ENGINEERING)

### Trimester 1

- Communicative English
- Essential of Microeconomics
- Essential of Financial Accounting
- Social and Emotional Health
- Fundamental Mathematics
- University Learning Technique

### Trimester 2

- Essential English
- Computer Applications in Business
- Introduction to Business
- Essential Statistics
- Fundamental Mathematics 2

### Trimester 3

- Academic English
- Essential of Management Accounting
- Essential of Macroeconomics

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Accounting (Hons.)

(R/344/6/0207) 06/19 (A10454)

Accounting is the language of business, and accountants help business leaders make smart financial decisions. The Bachelor of Accounting is a four-year programme that is recognised by the Malaysian Institute of Accounting. It provides students with the knowledge and skills required to become professional accountants. The faculties provide students with exceptional understanding of accounting with adequate fundamentals and clear exposure on every subject. Accounting is the language of business, and accountants help business leaders make smart financial decisions.

### Exemption from Professional Bodies:

- Association of Chartered Certified Accountants (ACCA) - 9 papers out of 14
- Malaysian Institute of Certified Public Accountants (MICPA) - 4 papers out of 9
- Chartered Institute of Management Accountants (CIMA) - 9 papers out of 16
- Certified Practising Accountants (CPA Australia) - 6 papers out of 12
- Institute of Chartered Accountants in England and Wales (ICAEW) - 7 papers out of 15

**Career Prospects: Professional accountants that may specialise in taxation, forensic accounting and investigation, auditing, management accounting, financial accounting, government accounting, and accounting information systems.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3	Year 4
<b>Core</b>			
<ul style="list-style-type: none"> <li>• English for Business Studies</li> <li>• Quantitative Analysis</li> <li>• Microeconomics</li> <li>• Fundamental to Financial Accounting</li> <li>• Management</li> <li>• Introduction to Cyberpreneurship</li> <li>• English for Business Communication</li> <li>• Management Accounting i</li> <li>• Financial Accounting &amp; Reporting I</li> <li>• Principles of Finance</li> <li>• Macroeconomics</li> <li>• Principles of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting and Reporting II</li> <li>• Accounting Information Systems I</li> <li>• Taxation I</li> <li>• Auditing</li> <li>• Management Accounting II</li> <li>• Taxation II</li> <li>• Corporate Finance</li> <li>• Organisational Behavior</li> <li>• Commercial Law</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Ethics</li> <li>• Corporate Accounting I</li> <li>• Accounting Information Systems II</li> <li>• Company Law and Secretarial Practice</li> <li>• Accounting Theory</li> <li>• Securities Investment and Portfolio Management</li> <li>• Advanced Auditing</li> <li>• Public Sector Accounting</li> <li>• Corporate Accounting II</li> <li>• Practical Training</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Taxation</li> <li>• Advanced Accounting</li> <li>• Information Systems Accounting</li> <li>• Advanced Management</li> <li>• Management Decision Science Strategy</li> <li>• Corporate Strategy</li> <li>• Integrated Case Study</li> </ul>
<b>Elective Modules</b>			
Elective subjects (12 Credit Hours) may be taken from any elective subjects offered in B.Acc. (Hons.) or any major subjects offered by the other programmes in the Faculty. The subjects are offered based on the availability of teaching expertise and at the faculty's discretion:			
<ul style="list-style-type: none"> <li>• E-Auditing</li> <li>• Electronic Commerce</li> <li>• Financial Statement Analysis</li> <li>• Goods and Services Tax</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Internal Auditing</li> <li>• Technology Management</li> <li>• Global Business Services</li> </ul>	<ul style="list-style-type: none"> <li>• International Accounting</li> <li>• Knowledge Economy</li> <li>• Management Consultancy</li> </ul>	<ul style="list-style-type: none"> <li>• Production and Operations Management</li> <li>• Forensic Accounting</li> <li>• Enterprise Resource Planning Systems</li> </ul>
<b>University Subjects</b>			
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2	

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Analytical Economics (Hons.)

(R2/314/6/0002) 02/22 (A7921)

Graduates of the Bachelor of Analytical Economics are expected to be experts in conducting research, collecting and analysing data, handling projects, monitoring economic conditions and developing accurate forecasts. The three-year programme catered to Economics students is carefully developed for a thorough understanding of analytical economics and financial literacy, with the variation of fundamentals and specialisation subjects namely Developmental Economics and Financial Economics.

Apart from the typical educational methods, students will also be required to get involved in research projects and industrial training to equip them with a better understanding of the professional culture in the industry they desire. Many of our graduates are engaged in the banking, insurance, finance, manufacturing, education, consultancy, health, tourism, shipping, logistic and investment sectors. Some potential career prospects include economic analyst, banker, manager, entrepreneur, financial analyst, consultant, administrator, researcher and academician.

**Career Prospects: Researchers, analysts and executives in highly competitive industries such as banking, insurance, finance, manufacturing, education, consultancy, health, tourism, shipping, and energy.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>English for Business Studies</li> <li>Critical Thinking and Applications in Management</li> <li>Mathematics</li> <li>Microeconomics</li> <li>Information Systems and Multimedia</li> <li>Statistics</li> <li>English for Business Communication</li> <li>Macroeconomics</li> <li>Management</li> <li>Principles of Accounting</li> <li>Mathematics for Economics</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>Intermediate Microeconomics</li> <li>The Economy of Malaysia</li> <li>Econometrics I</li> <li>Research Methodology</li> <li>International Economics</li> <li>Financial Management I</li> <li>Project Cycle and Evaluation</li> <li>Intermediate Macroeconomics</li> <li>Principles of Operation Research</li> <li>Econometrics II</li> <li>Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>Money and Banking</li> <li>Environmental and Resource Economics</li> <li>Econometrics Modelling and Forecasting</li> <li>Business Modelling and Simulation</li> <li>Seminar in Analytical Economics</li> <li>Multivariate Data Analysis</li> <li>Research Project I</li> <li>Research Project II</li> </ul>
<b>Minor Modules</b>		
<b>(Financial Economics)</b>	<b>(Development Economics)</b>	
<ul style="list-style-type: none"> <li>Financial Economics</li> <li>Investments</li> <li>International Finance</li> <li>Behavioural Finance</li> </ul>	<ul style="list-style-type: none"> <li>Development Economics</li> <li>Labour Economics</li> <li>Comparative Economics Study</li> <li>Knowledge Economy</li> </ul>	
<b>University Subjects</b>		
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Finance (Hons.)

(R/343/6/0105) 06/19 (A10480)

Finance professionals help organisations find and manage the resources needed to grow, make investments and acquisitions, plan for the future, and manage existing assets. This three-year programme is taught by lecturers with industry experience and professional qualifications e.g. CFA. Teaching is further enhanced with case studies and the active use of finance-related software and database e.g. Datastream and Bloomberg. There are TWO specialisations offered ; Investment and Banking.

**Career Prospects: Executives and managers for banking, insurance, finance, investment sector, manufacturing, education, consultancy, financial analyst, planners, adjusters and international trade.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>English for Business Studies</li> <li>Mathematics for Finance</li> <li>Accounting for Decision Making</li> <li>Management</li> <li>Fundamental of Economics</li> <li>English for Business Communication</li> <li>Financial Management</li> <li>Statistics for Finance</li> <li>Fundamental of Marketing</li> <li>Critical Thinking and Applications in Management</li> <li>Financial Market and Institution</li> </ul>	<ul style="list-style-type: none"> <li>Business Law</li> <li>Corporate Finance</li> <li>Research Methodology</li> <li>Management Information Systems</li> <li>Investments</li> <li>Financial Statement Analysis</li> <li>Ethics and Governance</li> <li>Entrepreneurship Finance</li> <li>Basic Econometrics</li> <li>Elective 1</li> <li>Practical Training</li> <li>Personal Finance</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Financial Strategies</li> <li>Financial Derivatives</li> <li>International Finance</li> <li>Financial Modelling</li> <li>Security Analysis</li> <li>Real Estate Finance</li> <li>Public Finance</li> <li>Behavioural Finance</li> <li>Financial Statistical Analysis</li> <li>Elective 2</li> <li>Elective 3</li> <li>Elective 4</li> </ul>
<b>Elective Modules</b>	<b>Specialisation (Investment)</b>	<b>Specialisation (Banking)</b>
<ul style="list-style-type: none"> <li>Personal Finance</li> <li>Tax Planning</li> <li>Technical Analysis</li> <li>Merger &amp; Acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Portfolio Management</li> <li>Financial &amp; Valuation Modelling</li> <li>Behavioural Finance</li> <li>Seminar in Investment</li> </ul>	<ul style="list-style-type: none"> <li>Bank Management</li> <li>Islamic Banking</li> <li>Credit Analysis &amp; Lending Management</li> <li>Seminar in Banking</li> </ul>
<b>University Subjects</b>		
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Business Management (Hons.)

(R/345/6/0463) 06/19 [A5316]

Graduates of this programme will acquire the fundamental knowledge, skills and techniques of organisational management, as well as core knowledge in the application of multimedia and ICT for strategic purposes in managing various business organisations. The three-year programme will nurture students with leadership values with an understanding of the fundamentals of operation and strategic management as well as the utilisation of technology based on identified competitiveness factors.

**Career Prospects: Executives and Managers for Human Resource Management, Business Management, Project Management, Business Development, Sales, And Education.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3	
<b>Core</b>			
<ul style="list-style-type: none"> <li>• Management</li> <li>• Managerial Mathematics</li> <li>• Information Systems and Multimedia</li> <li>• Principles of Financial Accounting</li> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• English for Business Communication</li> <li>• Principles of Management Accounting</li> <li>• Managerial Statistics</li> <li>• E-Commerce</li> <li>• Financial Management</li> <li>• TQM for Managers</li> <li>• Fundamental of Marketing</li> <li>• Organisation Behaviour</li> <li>• English for Business Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Managerial Statistics</li> <li>• Elective 1</li> <li>• Human Resource Management</li> <li>• Business &amp; Society</li> <li>• Elective 2</li> <li>• Global Management</li> <li>• Business Law</li> <li>• Entrepreneurship</li> <li>• Project Management</li> <li>• Production and Operation Management</li> <li>• Specialisation 1</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Management Decision Science</li> <li>• Management of Technology</li> <li>• Industrial Training</li> <li>• Research Methodology</li> <li>• Specialisation 2</li> <li>• Specialisation 3</li> <li>• Elective 3</li> <li>• Elective 4</li> </ul>	
<b>Elective Modules</b>			
<ul style="list-style-type: none"> <li>• Psychology</li> <li>• Leadership</li> <li>• Labor Economics</li> <li>• Tourism Management</li> </ul>	<b>Specialisation (International Business)</b>		
	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• International Finance</li> <li>• International Economics</li> </ul>	<b>Specialisation (Entrepreneurship)</b>	
		<ul style="list-style-type: none"> <li>• Small Business Management</li> <li>• Change and Innovation Management</li> <li>• Personal Finance</li> </ul>	
<b>University Subjects</b>			
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2	



# Bachelor of Marketing (Hons.)

(R/342/6/0100) 09/19 (A5315)

The three-year BBA programme majoring in Marketing with Multimedia is an interrelated course that uses the knowledge in business marketing for the purpose of developing the multimedia industry. Students are nurtured with in-depth understanding of the concept of marketing and marketing communication, while supplemented with the fundamentals in multimedia and ICT.

The three-year programme will imbue students with leadership values and an understanding of the fundamentals of marketing in the digital age, as well as the application of multimedia and ICT for marketing and communication for various business organisations.

**Career Prospects: Executives and Managers for Marketing, Promotions, Sales, Business Development, Education and Outreach-Centric Organisations.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>Organisational Behaviour</li> <li>Elective 1</li> <li>Management</li> <li>Managerial Mathematics</li> <li>Information Systems and Multimedia</li> <li>Principles of Financial Accounting</li> <li>Microeconomics</li> <li>Macroeconomics</li> <li>English for Business Communication</li> <li>Principles of Management Accounting</li> <li>Managerial Statistics</li> <li>Financial Management</li> <li>Fundamental of Marketing</li> <li>English for Business Studies</li> <li>E-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Research Methodology</li> <li>Technology and Innovations Marketing</li> <li>Intergrated Marketing Communication</li> <li>Specialisation 1</li> <li>Programming for Business Application</li> <li>Consumer Behaviour</li> <li>Sales and Professional Selling Management</li> <li>Marketing Channel Management</li> <li>Internet Marketing</li> <li>Business to Business Marketing</li> <li>Product Planning and Management</li> </ul>	<ul style="list-style-type: none"> <li>Retail Marketing</li> <li>Specialisation 2</li> <li>Specialisation 3</li> <li>Elective 2</li> <li>Business Law</li> <li>Marketing Strategy</li> <li>Marketing Research</li> <li>Seminar in Web Marketing</li> <li>Global Marketing</li> <li>Industrial Training</li> </ul>
<b>Elective Modules</b>		
<ul style="list-style-type: none"> <li>Psychology</li> <li>Leadership</li> <li>Project Management</li> <li>Personal Finance</li> <li>Labor Economics</li> <li>Tourism Management</li> </ul>	<b>Specialisation (Service Marketing)</b>	<b>Specialisation (Social Marketing)</b>
	<ul style="list-style-type: none"> <li>Internal Marketing</li> <li>Event Marketing</li> <li>Relationship Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Social Responsibility</li> <li>Not for Profit (NOP)Marketing</li> <li>Ethnocentrism Marketing</li> </ul>
<b>University Subjects</b>		
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Financial Engineering (Hons.)

(R/343/6/0201) 07/21 [A7351]

The three-and-a-half-year programme emphasises on the key fundamentals of financial research and development framework, as well as on developing multimedia and ICT literacy to compete in today financial industry. The Programme will provide students with thorough understanding in financial supremacy and technological financial strategy in business. Students will be familiarised with financial subjects such as Mathematics for Finance, Principles of Finance, Differential Equations, and others.

The fundamentals of financial literacy is then supplemented with technologically related subjects, in a move to produce graduates with great financial efficiency and competitiveness. In doing so, students will be engaged in subjects such as Computer Networks and Internet Computing, Database Management Systems, Computer Programming, Database Management Systems, Computer Networks and Internet Computing, Mathematical Programming and Software Engineering.

**Career Prospects: Researchers, analysts, executives and managers in commercial banking, insurance, unit trusts, investment banking, risk management, forex, financial derivatives, capital and equity market.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3	Year 4
<b>Core</b>			
<ul style="list-style-type: none"> <li>• Management</li> <li>• Mathematics for Finance</li> <li>• Management Information Systems</li> <li>• Accounting for Decision Making</li> <li>• Personal Finance</li> <li>• Statistics for Finance</li> <li>• Principles of Finance</li> <li>• Fundamental of Marketing</li> <li>• English for Business Studies</li> <li>• Financial Statistical Analysis</li> <li>• Ethics and Governance</li> <li>• Fundamental of Economics</li> <li>• Financial Market and Institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Security Analysis</li> <li>• Financial Derivatives</li> <li>• Elective 1</li> <li>• Computer Programming</li> <li>• Mathematical Programming</li> <li>• Database Management System</li> <li>• Software Engineering</li> <li>• Financial Statement Analysis</li> <li>• Econometrics</li> <li>• Stochastic Processes and Applied Probability</li> <li>• Investments</li> <li>• Corporate Finance</li> <li>• English for Business Communication</li> <li>• Entrepreneurial Finance</li> <li>• International Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Numerical Analysis</li> <li>• Corporate Financial Strategies</li> <li>• Time Series Analysis &amp; Forecasting</li> <li>• Monte Carlo Simulation Techniques</li> <li>• Research Methodology</li> <li>• Basic Econometrics</li> <li>• Business Law</li> <li>• Research Project</li> <li>• Financial Modeling</li> <li>• Elective 2</li> <li>• Elective 3</li> <li>• Elective 4</li> </ul>	<ul style="list-style-type: none"> <li>• Practical Training</li> </ul>
<b>Elective Modules</b>			
<ul style="list-style-type: none"> <li>• Bank Management</li> <li>• Islamic Banking</li> <li>• Financial Risk Management</li> <li>• Retirement Planning</li> <li>• Portfolio Management</li> </ul>			
<b>University Subjects</b>			
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2	

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Enterprise Management System (Hons.)\*

(N/345/6/1049) 05/22 (MQA/PA8844)

This three-year programme focuses on providing sound knowledge and skills to plan, implement and manage ERP and IT projects. The programme will provide students with hands-on industry-standard ERP software, specifically with SAP software and other appropriate software in order to support business decision-making and to communicate effectively in commercial and business environment.

**Career Prospects:** ERP Support Specialist, ERP Functional Analyst, ERP Junior Executive, IT Assistant Officer / Officer (ERP support), SAP Finance and Control (FICO) Officer, SAP Functional Support in Sales & Distribution (SD), SAP Functional Support in Materials Management (MM), SAP Consultant in Sales & Distribution (SD), SAP Consultant in Materials Management (MM), SAP Consultant in Finance and Control (FICO), SAP ABAP Developer, Business Analytics, Java Programmer.

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>• Introduction to Cyberpreneurship</li> <li>• Management</li> <li>• Financial Management 1</li> <li>• Principles of Financial Accounting</li> <li>• Principles of Management Accounting</li> <li>• Managerial Mathematics</li> <li>• Principles of Marketing</li> <li>• English for Business Studies</li> <li>• Managerial Statistics</li> <li>• Introduction to ERP</li> <li>• Database Management System</li> <li>• JAVA programming Fundamentals</li> </ul>	<ul style="list-style-type: none"> <li>• Management Information System</li> <li>• Microeconomics</li> <li>• English for Business Communication</li> <li>• Macroeconomics</li> <li>• Business Process Reengineering</li> <li>• Enterprise Architecture</li> <li>• JAVA Programming Intermediate</li> <li>• ABAP Programming</li> <li>• ERP Configuration</li> <li>• ERP Financial Information System &amp; SD</li> <li>• ERP Materials Management</li> </ul>	<ul style="list-style-type: none"> <li>• Business Analysis</li> <li>• Final Year Project</li> <li>• ERP Implementation</li> <li>• Industrial Training</li> </ul>
<b>Elective Subjects</b>		
The 4 FOM Electives subject is to be chosen from any subjects offered by FOM except subjects offered to Bachelor of Accounting (Hons). These include:		
<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Organisational Behaviour</li> <li>• Business Law</li> <li>• Strategic Management</li> <li>• Business and Society</li> <li>• Cross Cultural Management</li> <li>• Leadership</li> <li>• Sales Management</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Risk Management</li> <li>• Electronic Commerce</li> <li>• Personal Finance</li> <li>• Investment</li> <li>• Economy of Malaysia</li> <li>• Environmental and Resource Economics</li> </ul>	
<b>University Subjects</b>		
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2

\* Will be offered from April 2018 onwards.



# FACULTY OF BUSINESS

## Melaka Campus

Since 1997, the Faculty has been a trendsetter in business education and research, with a rigorous academic approach designed to produce innovative graduates who are well equipped to enact positive changes in society.



Scan this code  
to view our  
faculty video.

# Foundation in Business

(R2/010/3/0452) 03/22 (A7859)

This one-year foundation programme equips students with fundamental business knowledge and competency to pursue degrees in various fields of business prior to embarking in the business degree programme of their choice. Students will also be taught soft skills that include critical thinking, writing and presentation skills as well as tasked with hands-on entrepreneurship projects, industry-relevant field trips, and talks by representatives of the industry.

After completion of the foundation programme, you can opt for a related degree programme from either FOB or FOM\*

## PROGRAMME STRUCTURE FOR FOUNDATION IN BUSINESS

### Trimester 1

- Communicative English
- Introduction to Financial Accounting
- Basic Microeconomics
- Group Dynamics

### Trimester 2

- Essential English
- Critical Thinking
- Introduction to Probability and Statistics
- Introduction to Cost and Management Accounting
- Fundamental of Business Management
- Computer Applications and Web Design

### Trimester 3

- Academic English
- Basic of Macroeconomics
- Introduction to Personal Finance

# Bachelor of Accounting (Hons.)

(R2/344/6/0145) 03/22 (MQA/FA2052)

Accounting is the language of business, and accountants help business leaders make smart financial decisions. The Bachelor of Accounting is a four-year programme that is recognised by the Malaysian Institute of Accounting. It provides students with the knowledge and skills required to become professional accountants. The faculties provide students with exceptional understanding of accounting with adequate fundamentals and clear exposure on every subject. Accounting is the language of business, and accountants help business leaders make smart financial decisions.

## Exemption from Professional Bodies:

- Association of Chartered Certified Accountants (ACCA) - 9 papers out of 14
- Malaysian Institute of Certified Public Accountants (MICPA) - 4 papers out of 9
- Chartered Institute of Management Accountants (CIMA) - 9 papers out of 16
- Certified Practising Accountants (CPA Australia) - 6 papers out of 12
- Institute of Chartered Accountants in England and Wales (ICAEW) - 7 papers out of 15

**Career Prospects: Professional accountants that may specialise in taxation, forensic accounting and investigation, auditing, management accounting, financial accounting, government accounting, and accounting information systems.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3	Year 4
<b>Core</b>			
<ul style="list-style-type: none"> <li>• English for Business Studies</li> <li>• Quantitative Analysis</li> <li>• Microeconomics</li> <li>• Fundamental to Financial Accounting</li> <li>• Fundamental of Management</li> <li>• Introduction to Cyberpreneurship</li> <li>• English for Business Communication</li> <li>• Management Accounting 1</li> <li>• Financial Accounting &amp; Reporting I</li> <li>• Principles of Finance</li> <li>• Macroeconomics</li> <li>• Principles of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting and Reporting II</li> <li>• Accounting Information Systems I</li> <li>• Taxation I</li> <li>• Auditing</li> <li>• Management Accounting II</li> <li>• Taxation II</li> <li>• Corporate Finance</li> <li>• Organisational Behavior</li> <li>• Business Law</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Ethics</li> <li>• Corporate Accounting I</li> <li>• Accounting Information Systems II</li> <li>• Company Law and Secretarial Practice</li> <li>• Accounting Theory</li> <li>• Securities Investment and Portfolio Management</li> <li>• Advanced Auditing</li> <li>• Public Sector Accounting</li> <li>• Corporate Accounting II</li> <li>• Practical Training</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Taxation</li> <li>• Advanced Accounting</li> <li>• Information Systems</li> <li>• Advanced Management</li> <li>• Accounting</li> <li>• Management Decision Science</li> <li>• Corporate Strategy</li> <li>• Integrated Case Study</li> </ul>
<b>Elective Modules</b>			
Elective subjects (12 Credit Hours) may be taken from any elective subjects offered in B.Acc. (Hons.) or any major subjects offered by the other programmes in the Faculty. The subjects are offered based on the availability of teaching expertise and at the faculty's discretion:			
<ul style="list-style-type: none"> <li>• E-Auditing</li> <li>• Electronic Commerce</li> <li>• Financial Statement Analysis</li> <li>• Goods and Services Tax</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Bank Management</li> <li>• Credit Management</li> <li>• Internal Auditing</li> </ul>	<ul style="list-style-type: none"> <li>• International Accounting</li> <li>• Knowledge Economy</li> <li>• Management Consultancy</li> </ul>	<ul style="list-style-type: none"> <li>• Production and Operations Management</li> <li>• Forensic Accounting</li> </ul>
<b>University Subjects</b>			
U1 – Hubungan Etnik OR Pengajian Malaysia 3	U2 – Bahasa Kebangsaan A or Foreign Language U4 – Co-Curriculum U3 – Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 – TITAS or Bahasa Melayu Komunikasi 2	

# Bachelor of Business Administration (Hons.) (Banking and Finance)

(R2/343/6/0001) 05/21 (MQA/FA1997)

This three-year programme prepares students with the skills necessary to meet the business demands of today and the future. The curriculum provides a solid business core that includes an extensive background in banking and finance and the functional business areas. It also equips students with skills in handling financial products, product development and working within the Global Banking and Finance Industry.

**Career Prospects: Financial manager, credit analyst, loan officer, branch manager, trust officer, financial analyst, investment advisor, financial planner, or even as a business owner.**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>Financial Accounting for Managers</li> <li>Information systems Concepts</li> <li>Mathematics for Managers</li> <li>Fundamental of Marketing</li> <li>English for Business Studies</li> <li>English for Business Communication</li> <li>Introductory Macroeconomics</li> <li>Understanding Management</li> <li>Statistics for Managers</li> <li>Financial Management I</li> <li>Fundamental of Business And Entrepreneurship</li> <li>Managing Organisational Behavior</li> </ul>	<ul style="list-style-type: none"> <li>Management Accounting for Managers</li> <li>Introductory Microeconomics</li> <li>Financial Management II</li> <li>Bank Management</li> <li>Financial Markets and Institutions</li> <li>Psychology</li> <li>Business and Commercial Laws</li> <li>Business Information Systems</li> <li>Islamic Banking and Finance</li> <li>Offshore Banking and Finance</li> <li>Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>Business Ethics</li> <li>Business Research Methods</li> <li>Analysis of Financial Statement</li> <li>Credit Management</li> <li>International Finance</li> <li>Investment</li> <li>Management of Strategy</li> <li>Quality and Operations Management</li> <li>Banking and Finance Research Project</li> <li>Corporate Financial Management</li> <li>Financial Derivatives</li> <li>Malaysian Economy</li> <li>Electronic Business</li> </ul>
<b>University Subjects</b>		
<ul style="list-style-type: none"> <li>U2 - Bahasa Kebangsaan A or Foreign Language</li> <li>U1 - Hubungan Etnik OR Pengajian Malaysia 3</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia</li> <li>U1 - TITAS OR Bahasa Melayu Komunikasi 2</li> </ul>	<ul style="list-style-type: none"> <li>U4 - Co-curriculum</li> </ul>

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Bachelor of Business Administration (Hons.) (Human Resource Management)

[R/345/6/0462] 06/19 (A10406)

This three-year programme equips students with the specialised skills required for effective management of human resources. Students will be exposed to a multitude combination of business and human resources areas such as recruitment, occupational safety and health, organisational development, international human resource management, labour / industrial relations. Prominence will also be given to communication, soft skills and strategy formulation that enables organisations to achieve strategic business goals and enhance overall organisation performance. Strong emphasis will also be given on labour law.

**Career Prospects: Human resource management professionals such as Human Resource Manager, Corporate Recruiters, Labour Relations Manager, HR Consultant And Training Specialist.**

## PROGRAMME STRUCTURE

### Year 1

### Year 2

### Year 3

#### Core

- Financial Accounting for Managers
- Information Systems Concepts
- Mathematics for Managers
- Fundamental of Marketing
- English for Business Studies
- Fundamental of Finance
- Introductory Macroeconomics
- Understanding Management
- Statistics for Managers
- Fundamental of Business and Entrepreneurship
- Managing Organisational Behaviour

- Management Accounting for Managers
- Introductory Microeconomics
- English for Business Communication
- Managing Human Resource
- Psychology
- Business and Commercial laws
- Business Information Systems
- Quality and Operations Management
- Compensation and Benefits
- Industrial Training
- Commercial Law

- Business Ethics
- Business Research Methods
- Recruitment and Selection
- Industrial Relations
- Performance Management
- Management of Strategy
- Human Resource Management
- Training and Development: Systems, Strategies and Practices
- Human Resource Information Systems
- Malaysian Economy
- Electronic Business

#### Elective Modules

TWO (2) subjects should be taken from the following:

- Occupational Safety and Health
- International Human Resource Management
- Organisational Development
- Basic Human Resource Consulting
- Negotiation at Workplace

The other ONE (1) elective subject may be taken from the above list OR any major and elective subject offered by the BBA/BBKM programmes in the Faculty

#### University Subjects

- U2 - Bahasa Kebangsaan A or Foreign Language
- U1 - Hubungan Etnik OR Pengajian Malaysia 3 Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia

- U1 - TITAS OR Bahasa Melayu Komunikasi 2
- U3 - Introduction to Multicultural
- U4 - Co-curriculum



# Bachelor of Business Administration (Hons.) (International Business)

(R2/340/6/0111) 03/22 (MQA/FA2053)

As the world becomes increasingly borderless, the need for knowledge and awareness of international business practices grows. This three-year programme covers industry-focused and up-to-date subjects which enhance knowledge in diverse but relevant disciplines, incorporating aspects of globalisation and its implications on business organisations. It also provides exposure to real and practical business activities through industrial visits, industrial talk, forums, seminars, exhibitions, debate and industrial training. Focus will also be given on international trade and global finance.

**Career Prospects: Managers and executives in international companies, business owners.**

## PROGRAMME STRUCTURE

### Year 1

### Year 2

### Year 3

#### Core

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Financial Accounting for Managers</li> <li>• Information Systems Concepts</li> <li>• Mathematics for Managers</li> <li>• Fundamental of Marketing</li> <li>• English for Business Studies</li> <li>• Fundamental of Finance</li> <li>• Introductory Macroeconomics</li> <li>• Understanding Management</li> <li>• Statistics for Managers</li> <li>• Fundamental of Business and Entrepreneurship</li> <li>• Managing Organisational Behaviour</li> </ul> | <ul style="list-style-type: none"> <li>• Management Accounting for Managers</li> <li>• Introductory Microeconomics</li> <li>• English for Business Communication</li> <li>• Managing Human Resource</li> <li>• International Business</li> <li>• Psychology</li> <li>• Business and Commercial Laws</li> <li>• Business Information Systems</li> <li>• Quality and Operations Management</li> <li>• Innovation Management</li> <li>• Industrial Training</li> </ul> | <ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Business Research Methods</li> <li>• International Business Research Project</li> <li>• International Marketing</li> <li>• International Trade and Policy</li> <li>• Management of Strategy</li> <li>• Legal Environment in International Business</li> <li>• Malaysian Economy</li> <li>• Electronic Business</li> <li>• International Management</li> <li>• Global Finance</li> </ul> |
|--|---|---|

#### Elective Modules

TWO (2) subjects should be taken from the following:

- Global Operations Management
- International Political Economy
- Issues in International Business
- International Human Resource Management
- Supply Chain Management

The other ONE (1) elective subject may be taken from the above list OR any major and elective subject offered by the BBA/BBKM programmes in the Faculty

#### University Subjects

- |   |  |                    |
|---|--|--------------------|
| U2 - Bahasa Kebangsaan A or Foreign Language<br>U1 - Hubungan Etnik OR Pengajian Malaysia 3<br>U1 - TITAS OR Bahasa Melayu Komunikasi 2 | U3 - Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia | U4 - Co-curriculum |
|---|--|--------------------|

# Bachelor of Business Administration (Hons.) (Marketing Management)

[R/345/6/0464] 06/19 (A10405)

This three-year programme nurtures students with an in-depth understanding of the concept of marketing management and communication. Special focus is given on international marketing, specifically objectives and resources of an organisation on global environmental opportunities and needs. Students will be taught how to interpret extensive market and operational information, develop an intuitive sense of customer and competitor motivations, and apply creativity in framing strategic marketing initiatives in light of implementation considerations and financial targets and results. Soft skills such as strategic thinking, public speaking and analytical thinking will also be covered.

**Career Prospects: Marketing executives, industrial marketers, product development managers, business and marketing strategists, service quality experts, and customer relationship managers.**

## PROGRAMME STRUCTURE

### Year 1

### Year 2

### Year 3

#### Core

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Financial Accounting for Managers</li> <li>• Information Systems Concepts</li> <li>• Mathematics for Managers</li> <li>• Fundamental of Marketing</li> <li>• English for Business Studies</li> <li>• Fundamental of Finance</li> <li>• Introductory Macroeconomics</li> <li>• Understanding Management</li> <li>• Statistics for Managers</li> <li>• Fundamental of Business And Entrepreneurship</li> <li>• Managing Organisational Behaviour</li> </ul> | <ul style="list-style-type: none"> <li>• Management Accounting for Managers</li> <li>• Introductory Microeconomics</li> <li>• English for Business Communication</li> <li>• Managing Human Resource</li> <li>• Understanding Consumer</li> <li>• Psychology</li> <li>• Business and Commercial Laws</li> <li>• Business Information Systems</li> <li>• Quality and Operations Management</li> <li>• Market Planning and Management</li> <li>• Industrial Training</li> </ul> | <ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Marketing Research Methods</li> <li>• Promotional Marketing</li> <li>• Marketing in Service Industries</li> <li>• Retailing</li> <li>• Management of Strategy</li> <li>• Marketing Management Research Project</li> <li>• Strategic Management</li> <li>• Malaysian Economy</li> <li>• Electronic Business</li> </ul> |
|--|--|---|

#### Elective Modules

TWO (2) subjects should be taken from the following:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Brand Management</li> <li>• International Marketing</li> <li>• Marketing and Information Technology</li> </ul> | <ul style="list-style-type: none"> <li>• Selling and Sales Management</li> <li>• Supply Chain Management</li> </ul> |
|---|---|

#### University Subjects

- |  |   |                    |
|--|---|--------------------|
| U2 – Bahasa Kebangsaan A or Foreign Language<br>U1 – Hubungan Etnik OR Pengajian Malaysia 3<br>and Well-Being among Malaysians / Islamic<br>Institutions | U1 – TITAS OR Bahasa Melayu Komunikasi 2<br>in Malaysia<br>U3 – Introduction to Multicultural Studies in<br>Malaysia / Stress | U4 – Co-curriculum |
|--|---|--------------------|

# Bachelor of Business and Knowledge Management (Hons.)

(R2/345/6/1050) 06/22 (A7961)

Knowledge Management is a discipline that enables individuals, teams and organisations to collectively and systematically create, share, and apply knowledge to better achieve their goals and objectives. Thus, the objective of this three-year programme is to produce graduates equipped with the skills and attitude for becoming key players in this new and exciting field. Prominent emphasis will be given on information management towards achievement of organisation’s objectives as well as on strategic business intelligence, capitalisation and commercialisation of knowledge, use of knowledge economy, and supporting technologies. Academic lessons will be complemented with real-life case studies, field trips, and interactive teaching approaches that maximise learning outcomes.

**Career Prospects: Business consultants, project manager, system developer, technology manager, chief information officer, information analyst, knowledge analyst, system developer, enterprise portal developer**

## PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>Core</b>		
<ul style="list-style-type: none"> <li>• Fundamental of Marketing</li> <li>• Financial Accounting for Managers</li> <li>• Information Systems Concepts</li> <li>• Mathematics for Managers</li> <li>• English for Business Studies</li> <li>• Fundamental of Finance</li> <li>• Introductory Macroeconomics</li> <li>• Understanding Management</li> <li>• Statistics for Managers</li> <li>• Business Application Development</li> <li>• Fundamental of Business and Entrepreneurship</li> <li>• Managing Organisational Behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• Introductory Microeconomics</li> <li>• English for Business Communication</li> <li>• Knowledge Management</li> <li>• Database System Management</li> <li>• Managing Knowledge Personnel</li> <li>• International Business</li> <li>• Critical Thinking In Organisations</li> <li>• Business and Commercial Laws</li> <li>• Internet and World-wide Web Programming</li> <li>• IT Service Management</li> <li>• Knowledge Auditing and Mapping</li> <li>• Decision Support System</li> <li>• Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Knowledge Management</li> <li>• Business Research Methods</li> <li>• Knowledge Commerce</li> <li>• Business Ethics</li> <li>• System Analysis and Design</li> <li>• Quality and Operations Management</li> <li>• Knowledge Management Research Project</li> <li>• Enterprise Systems Planning and Management</li> <li>• Business Intelligence</li> </ul>
<b>Elective Modules</b>		
TWO (2) subjects should be taken from the following:		
<ul style="list-style-type: none"> <li>• Electronic Business</li> <li>• Knowledge Networking</li> <li>• Advanced Business Applications Development</li> </ul>	<ul style="list-style-type: none"> <li>• Public Policy &amp; Governance in the K-Economy</li> <li>• Knowledge Strategy Development</li> <li>• Business Information Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Understanding Consumer</li> <li>• International Finance</li> <li>• Supply Chain Management</li> </ul>
<b>University Subjects</b>		
U2 - Bahasa Kebangsaan A or Foreign Language U1 - Hubungan Etnik OR Pengajian Malaysia 3	U3 - Introduction to Multicultural Studies in Malaysia / Stress and Well-Being among Malaysians / Islamic Institutions in Malaysia	U1 - TITAS OR Bahasa Melayu Komunikasi 2 U4 - Co-curriculum

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# Diploma in Business Administration

(R2/345/4/1045) 08/22 (A7819)

The programme is designed to equip students with knowledge of updated business concepts and techniques including IT application in real life. The ultimate objective of this programme is to produce quality graduates who can form valuable manpower teams for organisations and institutions in both private and government sectors. The core courses in this programme cover various fields, i.e. business, management, economics, finance, accounting, law and IT. At the end of the programme, students are inspired and developed to be innovative graduates, who are competent to meet the challenges in a highly competitive global environment.

After completion of the diploma programme you can opt for a related degree programme from either FOB or FOM, except for the Bachelor of Financial Engineering (Hons.)

## PROGRAMME STRUCTURE

### Trimester 1

- Business Mathematics
- Fundamental of Business
- Microeconomics
- Financial Accounting
- English

### Trimester 2

- Introduction to Probability & Statistics
- Principles of Marketing
- Macroeconomics
- Computer Applications
- Effective Communications Skills

### Trimester 3

- Business Management
- Entrepreneurship
- U2

### Trimester 4

- Business Law
- E-Commerce
- Management Accounting
- Web Design
- Business Finance

### Trimester 5

- Human Resource Management
- Organisational Behaviour
- Introduction to International Business
- Introduction to Information Systems
- Elective 1
- U4

### Trimester 6

- Industrial Training

### Trimester 7

- Operational Management
- Elective 2
- Elective 3
- U1
- U3
- U4

### Elective Modules

THREE (3) subjects should be taken from the following:

- Company Law
- Introduction to Investment
- Introduction to Multimedia
- Organisational Theory

### University Subjects

- U1 – Pengajian Malaysia 2 (Local) / Bahasa Melayu Komunikasi 1 (International)
- U2 – Basic Academic Writing / Grooming and Professional Etiquette / Chinese for Basic Communication / Korean for Basic Communication / French for Basic Communication / Bahasa Kebangsaan A
- U3 – Introduction to Cultural Practices in Malaysia / Fundamental of Islamic Leadership in Malaysia / Family and Society in Malaysia
- U4 – Personal Social Responsibility

# Diploma in Accounting

(R/344/4/0371) 06/20 (A6297)

The programme has been designed with the objective of exposing students to the latest standards, trends and issues in the areas of accounting such as financial accounting, management accounting, auditing, taxation and accounting information system. This programme incorporates value added courses with applications of IT knowledge such as e-commerce and computer applications.

Students will also be equipped with some business skills such as economics, finance, investment, entrepreneurship and management, and will also be exposed to the real-world experience through internship programme in various accounting firms and selected organisations. This programme is also recognised by professional accounting bodies at the international level.

After completion of the diploma programme you can opt for a related degree programme from either FOB or FOM, except for the Bachelor of Financial Engineering (Hons.)

## PROGRAMME STRUCTURE

Trimester 1	Trimester 2	Trimester 3	Trimester 4
<ul style="list-style-type: none"> <li>• Business Mathematics</li> <li>• Computer Applications</li> <li>• Financial Accounting 1</li> <li>• Microeconomics</li> <li>• English</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Probability &amp; Statistics</li> <li>• Financial Accounting 2</li> <li>• Macroeconomics</li> <li>• Business Finance</li> <li>• Effective Communications Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Business Law</li> <li>• Business Management</li> <li>• U1</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting 1</li> <li>• Financial Accounting 3</li> <li>• Auditing 1</li> <li>• Taxation 1</li> <li>• Elective 1</li> <li>• U3</li> </ul>
Trimester 5	Trimester 6	Trimester 7	
<ul style="list-style-type: none"> <li>• Principles of Marketing</li> <li>• Financial Accounting 4</li> <li>• Taxation 2</li> <li>• Comp. Accounting Information System</li> <li>• Elective 2</li> <li>• U4</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting 2</li> <li>• Company Law</li> <li>• Auditing 2</li> <li>• U2</li> </ul>	
University Subjects			
U1 – Pengajian Malaysia 2 (Local) / Bahasa Melayu Komunikasi 1 (International) U2 – Basic Academic Writing / Grooming and Professional Etiquette / Chinese for Basic Communication / Korean for Basic Communication / French for Basic Communication / Bahasa Kebangsaan A	U3 – Introduction to Cultural Practices in Malaysia / Fundamental of Islamic Leadership in Malaysia / Family and Society in Malaysia U4 – Personal Social Responsibility		

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

# MINIMUM ENTRY REQUIREMENTS

## Foundation in Business / Management

- Pass SPM/ O-level or its equivalent with minimum of grade C in at least five (5) subjects, inclusive of Mathematics and English; OR
- Pass UEC with minimum of grade B in at least four (4) subjects inclusive of Mathematics and English; OR
- Other equivalent qualification recognised by the Malaysian Government.

## Bachelor of Business Administration (Hons.) / Analytical Economics (Hons.) / Bachelor of Business and Knowledge Management (Hons.)

- Pass Foundation / Matriculation from a recognised institution; OR
- Pass STPM / A Level or its equivalent with 3 Principals inclusive of Mathematics / Economics / Accounting / Business Studies, and a pass in Mathematics and English at SPM level; OR
- Pass STAM with minimum grade Jayyid in 2 subjects and a pass in Mathematics and English at SPM or its equivalent.
- Pass UEC with minimum of grade B in at least five (5) subjects inclusive of Mathematics and English; OR
- Pass Diploma from a recognised institution.

## Bachelor of Accounting (Hons.)

- Pass Foundation / Matriculation from a recognised institution with a minimum CGPA of 2.50, and a credit in Mathematics and a pass in English at SPM level; OR
- Pass STPM / A level or its equivalent with minimum Grade (C+) in 3 subjects inclusive of Mathematics / Accounting and a credit in Mathematics and a pass in English at SPM level; OR
- Pass STAM with minimum grade Jayyid in 2 subjects and a credit in Mathematic and a pass in English at SPM; OR
- Pass UEC with minimum of grade B in at least five (5) subjects inclusive of Mathematics and English; OR
- Pass Diploma in related field from a recognised institution with minimum CGPA of 2.50, a credit in Mathematics and a pass in English at SPM level, AND
- A minimum score of band 2 in MUET\*

\*Candidates not meeting this requirement may be subjected to an internal review process.

## Bachelor of Financial Engineering (Hons.)

- Pass Foundation / Matriculation in related field from a recognised institution with a minimum CGPA of 2.50, and a credit in Mathematics and a pass in English at SPM level; OR
- Pass STPM / A level or its equivalent with minimum Grade (C+) in 3 subjects inclusive of Mathematics, and a credit in Mathematics and a pass in English at SPM level; OR
- Pass UEC with minimum of grade B in at least five (5) subjects inclusive of Mathematics and English; OR
- Pass Diploma in Finance, Banking, Insurance or related field from a recognised institution with minimum CGPA of 2.50, and a credit in Mathematics and a pass in English at SPM level.

## Bachelor of Enterprise Management System (Hons.)

- Pass Sijil Tinggi Pelajaran Malaysia (STPM) or its equivalent with a minimum Grade C (NGMP 2.0) in 3 subjects inclusive of Mathematics / Economics / Accounting; or
- Pass Unified Examination Certificate (UEC) with 5B inclusive of Mathematics and English; or
- Pass a related Diploma from a recognised Institution or its equivalent.

## Bachelor of Finance (Hons.)

- Pass Foundation / Matriculation in related field from a recognised institution with a minimum CGPA of 2.50, and a credit in Mathematics and a pass in English at SPM level; OR
- Pass STPM / A level or its equivalent with minimum Grade (C+) in 3 subjects inclusive of Mathematics / Economics / Accounting / Business Studies and a credit in Mathematics and a pass in English at SPM level; OR
- Pass UEC with minimum of grade B in at least five (5) subjects inclusive of Mathematics and English; OR
- Pass Diploma in Finance, Banking, Insurance or related field from a recognised institution with minimum CGPA of 2.50, and a credit in Mathematics and a pass in English at SPM level.

## Diploma in Business Administration

- Pass SPM/O-level or its equivalent with minimum of grade C in at least three (3) subjects, and at least a pass in English and Mathematics; OR
- Pass UEC with minimum of grade B in at least three (3) subjects and at least a pass in English and Mathematics; OR
- Pass Certificate in related field from a recognised institution.

## Diploma in Accounting

- Pass SPM / O level or its equivalent with minimum of grade C in at least three (3) subjects inclusive of Mathematics and a pass in English; OR
- Pass UEC with minimum of grade B in at least three (3) subjects inclusive of Mathematics and a pass in English; OR
- Pass Certificate in related field from a recognised institution.

English Entry Requirement for International Students:

- All undergraduate programmes offered by Faculty of Management and Faculty of Business require a minimum score of 5.5 in IELTS or its equivalent, except for Bachelor of Finance (Hons.) and Bachelor of Financial Engineering (Hons.), which require higher minimum score of 6.0 in IELTS or its equivalent.



