

TOGETHER WE LEAD THE  
**DIGITAL FUTURE**

Farra Sofea Shamshul  
MMU Accounting Student

**BUSINESS, MANAGEMENT  
& ACCOUNTING**





# "Welcome to MMU!"

## A WHOLE NEW WORLD

Multimedia University is an institution that leads future digital leaders and you are welcome to be part of a dynamic and vibrant community. Get ready to embark into the intellectual adventure with us and we are providing an array of opportunities for you to learn, to grow, to discover who you are, and how you can make a difference in the world.

It is undeniable that education is a great tool to transform lives, where we can achieve our biggest dreams and empower us to become better person. At MMU, the 'YOU' element is vital where you will embrace the spirit of discovery and explore all the things that we have to offer. It is YOU who made us what we are and we are looking forward to the positive energy that YOU bring to our campus.

MMU is You! Join us to become future digital leaders and your success begins here! "

**Prof. Dato' Dr. Mazliham Mohd Su'ud**  
CEO/ President





# BUSINESS, MANAGEMENT & ACCOUNTING

If 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.



## WHY BUSINESS, MANAGEMENT & ACCOUNTING AT MMU

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

**Industry-recognised lecturers** who hold advisory positions with global organisations (UNESCO) and 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

Experience final year **abroad in the UK or Australia** via articulation programme





## AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

### Create your success story here!

Multimedia University (MMU) is a leading university in Malaysia and we are also listed in global rankings namely QS World University Rankings 2023 and Times Higher Education (THE) World University Rankings 2023. At MMU, our diversity is what makes us unique where you will study alongside with approximately 1,200 international students from 65 countries.

Not only that, you will also experience the best and latest technologies from our collaborations with major ICT players such as ZTE, Huawei, Nokia, Intel, Microsoft, Cisco, Motorola and others. Expand your study experience through our international linkages with abroad universities such as Northumbria University, Western Sydney University, University of Southern Queensland, Auckland University of Technology, Hull University, Manchester Metropolitan University, University of Essex and many more.

**Top 10** among private Malaysian universities in QS World Ranking University Rankings 2024, Top 400 in QS World Ranking by Subject (electrical and electronic) since 2015

Awarded **Self-Accreditation Status**, 2017 by Malaysian Qualification Agency

**Top 10** among Malaysian Private Universities in Times Higher Education (THE) Asia University Rankings 2024.

Awarded the **5-Star Rating in the SETARA** by Ministry of Higher Education (MOHE)

Awarded **CXP Best Customer Experience Awards 2021, 2022 & 2023**

Awarded **Platinum Award** under the Education and Learning at **Putra Brand Awards 2023**

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

Awarded **Premier Digital Tech Institution (PDTI) Status** since 2017 by Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)

**Employers' Preferred University** by Talent Bank 2022

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.





## AN ENTREPRENEURIAL UNIVERSITY WITH INDUSTRY-READY PROGRAMMES

### 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 on Campus

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

### Ready for Industry

Be enthused with Start-up Schemes from the Entrepreneurship Development Centre (EDC) and nurture your entrepreneurship mindset.

## A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

● We offer programmes which are tailored to the industry's needs.

● 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), Muhammad Usamah Zaid Yasin (Founder & Executive Director of Wau Animation that produces Ejen Ali), Tan Aik Keong (Director of Agmo Studio, a multi-award winning mobile app development company), Ko Chuan Zhen (CEO and co-founder of Plus Xnergy, a multi-award winning clean energy company in Malaysia), Terry Swee Chee Yong, Founder of Vesbo Malaysia & Monkeywash and many more.

## RESEARCH-LED AND INDUSTRY- DRIVEN UNIVERSITY

Due to its unique niche as a research-led industry-driven university (RIU), MMU currently has the privilege of serving as one of the nation's leading talent incubators. The university takes immense pride in nurturing and growing students in the digital talent pipeline into competent and responsible members of the workforce, who collectively support both TM's and the nation's growth areas.

The 10 growth areas are Fixed Mobile Convergence (FMC)/Mobile Content Play, New Convergence growth, SME Digital Ecosystem, Cyber-Security, Smart Services Cloud, Submarine Cables, Content Delivery Network (CDN) dan Data Centre.



## Preparing Graduates to be Industry Ready and Versatile

### ● GAINING INDUSTRIAL EXPERIENCE VIA I-CADET

The i-Cadet Programme is an initiative of MMU's Industry-University Partnership Programme, which aims to groom students into industry-ready graduates as soon as possible, from the moment they began their degree programmes.

Through this initiative, MMU students would be groomed into industry-ready graduates tailored for their industries of choice. The programme would match students with suitable companies, and then, via a series of meetings and projects, would provide them with the actual working environment within their chosen company.

### ● DEVELOPING WELL BALANCED GRADUATES THROUGH PERMATA DUNIA PERSONA

MMU is deeply involved with the proper development and realization of human capital potential, as this would enable the university to satisfy the needs of the industries for capable manpower.

Our goal is to produce well-balanced graduates of good character that possess desirable qualities, such as having empathy, sensitivity, creativity, readiness, and resilience, on top of having sufficient technical competence. Such graduates from MMU are referred to as our Permata Dunia, and we are confident that such personages would become capable future leaders for their nation as well as their communities.

We contend that MMU is the best place for student development as we continually strive to bring out the best within each student; we imbue in them with deep knowledge of their respective fields of expertise via lectures, co-curricular activities, development initiatives, and lifestyle choices. MMU is fully committed to making every student's time in the university the best time of their lives.

### ● EXPANDING HORIZON WITH BYOC

Build Your Own Curriculum (BYOC) is a concept to enable students to imbue additional value into their graduation qualifications so that, upon completion of their studies, they would have better chances of having a career path that is not just financially rewarding, but also fulfilling.

The key to BYOC is allowing students to build curriculum in a guided and yet flexible way. Students may stack up courses based on the free elective slots they have, or by choosing a collective minor package offered by the faculties.



## 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.



## PERMATA DUNIA TAKES ON THE WORLD

MMU promotes critical thinking and authenticity of ideas. Its emphasis on coaching and research activities helps achieve breakthrough in building digital capabilities, communication and leadership skills to prepare students for the job market. I am fortunate that 20 years ago, I studied in a campus well equipped with Internet connectivity, digital libraries and supportive educators who constantly coach us in team work, information analysis and effective presentation of ideas. This gave me a head start in my career.

### Lim Wei Ling

*Bachelor in Business Administration [Hons.]  
(Management with Multimedia 2001)*

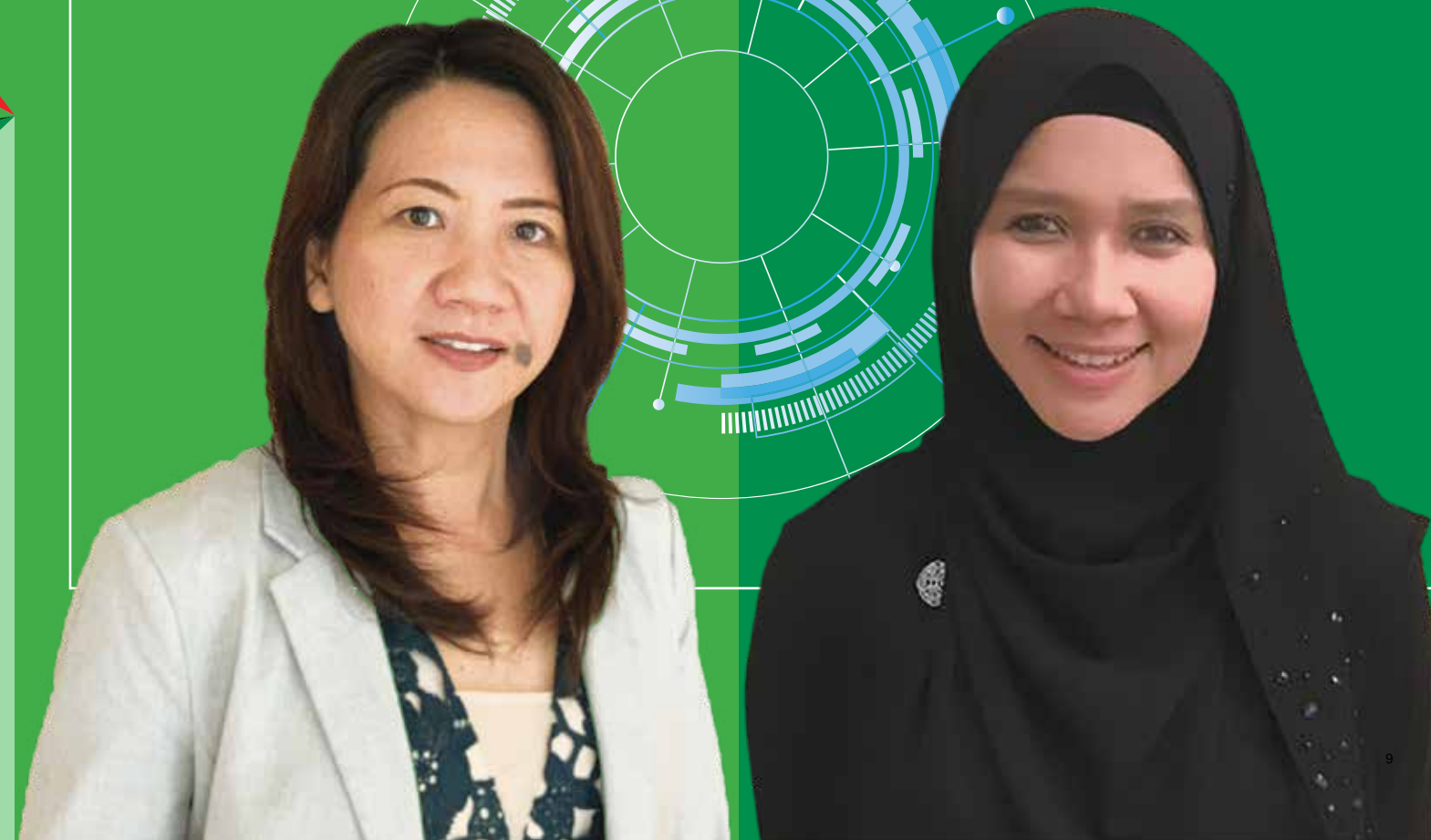
*Head, Digital Transformation  
Gamuda Berhad*

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

*Bachelor of Accounting [Hons.] 2003*

*Chief Business Officer, Group Institutional Banking  
Bank Islam Malaysia Berhad*





# FACULTY OF MANAGEMENT Cyberjaya Campus

Sprawled over 808,440 square metres and housing 28 academic and support buildings, our Cyberjaya campus is home to the Faculty of Management.

## FOUNDATION IN MANAGEMENT

(R2/010/3/0192) 06/24 (A9589)

The Faculty of Management meticulously designed its Foundation in Management programme to provide the necessary fundamental skills in management, finance and business. These skills prepare our foundation students to be more adaptive when they embark in our various Bachelor programmes in accounting, economics, management, marketing, finance and enterprise management. The Foundation in Management is a one-year foundation programme, the preferred pathway to undergraduate studies.

### PROGRAMME STRUCTURE FOR FOUNDATION IN MANAGEMENT

#### Trimester 1

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

#### Trimester 2

- Academic English
- Essentials of Macroeconomics
- Essentials of Management Accounting

#### Trimester 3

- Communicative English
- Essential Mathematics
- Essentials of Microeconomics
- Essentials of Financial Accounting
- University Study Skills

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

## BACHELOR OF ACCOUNTING (HONS.)

(R2/344/6/0207) 06/26 (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 Accountants, which will enable graduates with the relevant professional working experience to qualify as a Chartered Accountant Malaysia or C.A. (M). 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.

Through an exclusive collaboration that is the first in Malaysia and the second in Asia, students may be able to gain credits for up to four additional papers beyond the maximum exemptions with ICAEW. Other than that, the CIMA University A-Star Programme in MMU enables students with a CGPA of 3.50 to fast track their CIMA qualification by having to sit for only 1 paper to qualify.

#### Exemption from Professional Bodies:

- Institute of Chartered Accountants in England and Wales (ICAEW)- 8 papers out of 15 (with up to 12 papers via strategic credits)
- Chartered Institute of Management Accountants (CIMA)- 8 papers out of 16 (Final year students with a CGPA of at least 3.50 only need to for the Strategic Case Study Exam)
- Association of Chartered Certified Accountants (ACCA)- 9 papers out of 13
- Certified Practising Accountants (CPA Australia)- 6 papers out of 12
- Malaysian Institute of Certified Public Accountants (MICPA)- 4 papers out of 12
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)-12 papers out of 16
- Chartered Tax of Institute of Malaysia (CTIM)- 5-6 papers out of 8

*Career Prospects: Professional accountants that may specialise in taxation, forensic accounting and investigation, auditing, management accounting, financial accounting, public sector accounting, accounting information systems, academicians, consultant, and shared services.*

### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3	Year 4
CORE			
<ul style="list-style-type: none"> <li>• Quantitative Analysis</li> <li>• Microeconomics</li> <li>• Management</li> <li>• English for Business Communication</li> <li>• Management Accounting 1</li> <li>• Financial Accounting &amp; Reporting 1</li> <li>• Principles of Finance</li> <li>• Macroeconomics</li> <li>• Principles of Marketing</li> <li>• Fundamentals of Financial Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Accounting and Reporting 2</li> <li>• Taxation 1</li> <li>• Auditing</li> <li>• Management Accounting 2</li> <li>• Taxation 2</li> <li>• Corporate Finance</li> <li>• Organisational Behavior</li> <li>• Business Law</li> <li>• Accounting Information Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Ethics</li> <li>• Corporate Accounting 1</li> <li>• Company Law and Secretarial Practice</li> <li>• Accounting Theory</li> <li>• Securities Investment and Portfolio Management</li> <li>• Advanced Auditing (ICAEW Strategic Credit )</li> <li>• Public Sector Accounting</li> <li>• Corporate Accounting 2</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Taxation</li> <li>• Advanced Management Accounting</li> <li>• Management Decision Science</li> <li>• Strategy</li> <li>• Integrated Case Study in Accounting</li> <li>• Accounting System Analysis and Design</li> <li>• Accounting Industrial Training</li> </ul>
ELECTIVE COURSES		<p><i>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:</i></p> <ul style="list-style-type: none"> <li>• E-Auditing • Financial Statement Analysis • Enterprise Resource Planning (ERP) • Tax Compliance (ICAEW Strategic Credit)</li> <li>• Advanced Financial Accounting &amp; Reporting (ICAEW Strategic Credit) • Business Planning: Taxation (ICAEW Strategic Credit)</li> <li>• Human Resource Management • Technology Management • Internal Auditing • Management Consultancy</li> <li>• Production and Operations Management • Forensic Accounting • Global Business Services • Digital Transformation Technologies</li> <li>• Business Analytics</li> </ul>	
UNIVERSITY COURSES		<ul style="list-style-type: none"> <li>• Character Building</li> <li>• Sustainable Society</li> <li>• Fundamentals of Digital Competence with Basic Programming</li> </ul>	
Mata Pelajaran Umum (MPU)		U1, U2, U3, U4 *Refer program structure	

*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)

The Bachelor of Analytical Economics (Hons.) integrates economic theories, econometrics analysis and business analytics in decision making. Students in this programme will be able to construct various econometrics models for analysis and decision making. This is a degree that has significant hours for quantitative and programming subjects, hence making our graduates Big Data Ready.

This three-year economics programme allows students to choose their track of study, either in development or financial economics. Students have the option to choose any four, out of five courses, from within the chosen track.

Career Prospects: Economic Analysts, Bankers, Financial Consultants, Public Sector Roles, Researchers, Economic Development Advisors.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none"><li>• Macroeconomics</li><li>• Statistics</li><li>• Accounting for Decision Making</li><li>• Microeconomics</li><li>• Principles of Finance</li><li>• Management</li><li>• Critical Thinking and Applications in Management</li><li>• Mathematics</li><li>• Digital Transformation Technologies</li><li>• Econometrics</li><li>• The Economy of Malaysia</li></ul>	<ul style="list-style-type: none"><li>• English for Business Communication</li><li>• Analytical Programming</li><li>• Principles of Operation Research</li><li>• Intermediate Macroeconomics</li><li>• Mathematics for Economics</li><li>• Entrepreneurship</li><li>• Intermediate Microeconomics</li><li>• Research Methodology</li><li>• International Economics</li><li>• Money and Banking</li><li>• Environmental and Resource Economics</li></ul>	<ul style="list-style-type: none"><li>• Research Project I</li><li>• Econometrics Modelling and Forecasting</li><li>• Business Modelling and Simulation</li><li>• Seminar in Analytical Economics</li><li>• Research Project II</li><li>• Multivariate Data Analysis</li><li>• Business Analytics</li><li>• Practical Training</li></ul>
ELECTIVE COURSES		
<div><div>(Financial Economics)</div><div>• International Finance • Financial Economics • Investments • Behavioural Finance • Entrepreneurial Finance</div></div> <div><div>(Development Economics)</div><div>• Development Economics • Labour Economics • Comparative Economics Study • Digital Economy • Urban Economics</div></div>		
UNIVERSITY COURSES		
<div>• Character Building</div> <div>• Sustainable Society</div> <div>• Fundamentals of Digital Competence with Basic Programming</div>		
Mata Pelajaran Umum (MPU)		
<div>U1, U2, U3, U4</div> <div>*Refer program structure</div>		

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

BACHELOR OF FINANCE (HONS.)
(R2/343/6/0105) 06/24 (A10480)

Finance professionals help organisations manage assets, acquire resources, make investments, and plan for future growth. The Bachelor of Finance (Hons) combines academic rigour with practical financial skills to give you a head start in pursuing a thriving career in finance. The three-year programme equips students with in-depth finance knowledge, critical mindset, and analytical skills to work in the rapidly changing globalised marketplace and dynamic FinTech industry. The distinctive curriculum is designed by leading academics at the forefront of each discipline with input from the industry. The programme is supported by a group of highly qualified and enthusiastic academics with extensive experience. The experiential learning model is further enhanced with industrial engagement, practical training and active use of financial software and database such as Bloomberg.

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

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none"><li>• English for Business Communication</li><li>• Principles of Finance</li><li>• Mathematics for Finance</li><li>• Accounting for Decision Making</li><li>• Statistics for Finance</li><li>• Management</li><li>• Digital Transformation Technologies</li><li>• Critical Thinking and Applications in Management</li><li>• Business Law</li><li>• Fundamentals of Economics</li></ul>	<ul style="list-style-type: none"><li>• Entrepreneurship</li><li>• Investments</li><li>• Financial Statement Analysis</li><li>• Introduction to Fintech</li><li>• Public Finance</li><li>• Research Methodology</li><li>• Ethics and Governance</li><li>• Financial Markets and Institutions</li><li>• Corporate Finance</li><li>• Basic Econometrics</li><li>• Financial Statistical Analysis</li><li>• Analytical Programming</li><li>• Elective 1</li><li>• Elective 2</li><li>• Elective 3</li></ul>	<ul style="list-style-type: none"><li>• Personal Finance</li><li>• Financial Risk Management</li><li>• Financial Modelling</li><li>• Financial Derivatives</li><li>• Behavioural Finance</li><li>• Real Estate Finance</li><li>• Practical Training</li><li>• Elective 4</li><li>• Elective 5</li></ul>
SPECIALISATION		
<div>• Financial Management</div> <div>• Financial Engineering</div>		
ELECTIVES COURSES		
Financial Management track		<div>• Islamic Banking • Tax Planning • Portfolio Management • Bank Management</div> <div>• Corporate Financial Strategy • International Finance</div>
Financial Engineering track		<div>• Business Analytics • Monte Carlo Simulations • Time Series Analysis &amp; Forecasting</div> <div>• Introduction to Applied Probabilities &amp; Stochastic Processes • Corporate Financial Strategy</div> <div>• International Finance</div>
UNIVERSITY COURSES		
<div>• Character Building</div> <div>• Sustainable Society</div> <div>• Fundamentals of Digital Competence with Basic Programming</div>		
Mata Pelajaran Umum (MPU)		
<div>U1, U2, U3, U4</div> <div>*Refer program structure</div>		

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



BACHELOR OF BUSINESS MANAGEMENT (HONS.)

(R2/345/6/0463) 06/24 (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
CORE		
<ul style="list-style-type: none"><li>English for Business Communication</li><li>Management</li><li>Fundamentals of Marketing</li><li>Principles of Finance</li><li>Fundamental of Economics</li><li>Accounting for Decision Making</li><li>Managerial Mathematics</li><li>Managerial Statistics</li><li>Digital Transformation Technologies</li><li>Psychology</li><li>Critical Thinking and Applications in Management</li></ul>	<ul style="list-style-type: none"><li>Business Law</li><li>Entrepreneurship</li><li>Management Information System</li><li>Business and Society</li><li>Human Resource Management</li><li>Global Management</li><li>Production and Operations Management</li><li>Organisational Behaviour</li><li>Research Methodology</li><li>Analytical Programming</li><li>Elective 1</li><li>Elective 2</li><li>Elective 3</li></ul>	<ul style="list-style-type: none"><li>Business Analytics</li><li>Leadership</li><li>Project Management</li><li>TQM for Managers</li><li>Strategic Management</li><li>Management of Technology &amp; Innovation</li><li>Management Decision Science</li><li>Organisational Change and Innovation Management</li><li>Elective 4</li><li>Industrial Training</li></ul>
ELECTIVE COURSES	Four (4) elective courses can be chosen from any courses offered by the Faculty of Management or other faculties, except courses offered to Bachelor of Accounting (Hons). These include: <ul style="list-style-type: none"><li>Labour Economics</li><li>Digital Media in Business</li><li>Product Planning and Management</li><li>Investment</li><li>Event Marketing</li><li>Theory of Inventive Problem Solving (TRIZ)</li><li>Small Business Management</li><li>Environmental and Resource Economics</li><li>Global Marketing</li><li>Digital Marketing</li><li>Service Marketing</li><li>Social Media Marketing</li></ul>	
UNIVERSITY COURSES	<ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li><li>Fundamentals of Digital Competence with Basic Programming</li></ul>	
Mata Pelajaran Umum (MPU)	U1, U2, U3, U4 *Refer program structure	

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

BACHELOR OF MARKETING (HONS.)

(R2/342/6/0100) 09/24 (A5315)

This specialised degree program emphasises both conventional marketing theories and digital applications which are required by most industries in the market today. Students that complete this program will be equipped with the knowledge and skills necessary to navigate the competitive world waiting for them. By the time they graduate, students of this program will have the ability to handle the intricate challenges of modern digital marketing.

Conventional marketing theories taught in this course prepare students to understand the foundations of marketing while developing their skills to identify target markets, design marketing strategies and optimise various communication tools. This, added with the many digital based subjects offered to them, produces students with a holistic educational experience and comprehension that will be valuable across multiple industries.

Confidence, enthusiasm, competence and proficiency of modern day marketing tools are soft skills that the students of this program will attain through the numerous presentations and practical applications that are embedded in this program.

Career prospects: Marketing Manager/Executive, Social Media creator/administrator, SEO executive/specialist, Marketing analyst, Content marketer, Digital strategist, Product Specialist/Executive, Brand Manager, Public Relations Executive, Corporate Communications Executive and many more.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none"><li>Accounting for Decision Making</li><li>English for Business Communication</li><li>Principles of Finance</li><li>Managerial Mathematics</li><li>Fundamental of Marketing</li><li>Digital Transformation Technologies</li><li>Managerial Statistics</li><li>English for Business Studies</li><li>Critical Thinking and Application in Management</li><li>Fundamentals of Economics</li><li>Management</li><li>Elective</li><li>Character Building</li><li>Fundamentals of Digital Competence with Basic Programming</li><li>Character Development</li><li>U3</li></ul>	<ul style="list-style-type: none"><li>Business Law</li><li>Organizational Behaviour</li><li>Mobile App Design &amp; Development</li><li>Strategic Marketing</li><li>Media Publishing &amp; Corporate Design</li><li>Consumer Behaviour</li><li>Integrated Marketing Communications</li><li>Human Resource Management</li><li>Business Analytics</li><li>Web Design</li><li>Marketing Research</li><li>Digital Marketing</li><li>Brand Management</li><li>Elective</li><li>U1</li><li>U2</li></ul>	<ul style="list-style-type: none"><li>Global Marketing</li><li>Sales &amp; Professional Business Marketing</li><li>Innovative Product Marketing</li><li>Capstone Project</li><li>Social Media Marketing</li><li>Industrial Training</li><li>Elective</li><li>Elective</li><li>U1</li><li>U4</li></ul>
ELECTIVES COURSES	The 4 elective courses (total 12 credit hours) are to be chosen from any courses offered by FOM or other faculties except courses offered to Bachelor of Accounting (Hons). The following list are recommended: <ul style="list-style-type: none"><li>Entrepreneurship</li><li>Relationship Marketing</li><li>Retail Marketing</li><li>Event Marketing</li><li>Leadership</li><li>Services Marketing</li><li>Psychology</li></ul> *Open electives (subjects from other faculties) are also offered for students to consider*	
UNIVERSITY COURSES	<ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li><li>Fundamentals of Digital Competence with Basic Programming</li></ul>	
Mata Pelajaran Umum (MPU)	U1, U2, U3, U4 *Refer program structure	

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





BACHELOR OF DIGITAL ENTERPRISE MANAGEMENT (HONS.)

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

Formerly known as Bachelor of Enterprise Management System (Hons.), this new innovative programme combines both management and IT courses in order to equip students with high-demand expertise needed for the future labour markets and business needs. We prepare students to succeed for the future that will be increasingly technology-driven with critical knowledge and skills such as enterprise resource planning (ERP), data analytics using machine learning, digital transformation technologies and strategies.

Our programme offers courses that are SAP- and KNIME-certified. In addition, we offer a hands-on, easy-to-learn team-based approach to IT courses such as SAP(ERP) software, KNIME Analytics Platform for data science and Python programming. SAP is an ERP software that is used by almost 90% of the largest companies in the world.

Career Prospects: ERP Consultants, Business Data Analytics, ERP Support Executives, Business Process Consultants, IT Consultants, IT Managers, Database Administrators

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none"><li>Accounting for Decision Making</li><li>Digital Transformation Technologies</li><li>Database Management System</li><li>Fundamentals of Economics</li><li>Fundamentals of Marketing</li><li>Introduction to ERP</li><li>Management</li><li>Mathematics</li><li>Principles of Finance</li><li>Statistics</li><li>Analytical Programming</li><li>English for Business Communication</li></ul>	<ul style="list-style-type: none"><li>Analytical Programming</li><li>Business Process Reengineering</li><li>Data Analytics using Machine Learning Techniques</li><li>ERP Financial Information System, S &amp; D</li><li>ERP Materials Management</li><li>Introduction to Data Analysis</li><li>Management Information System</li><li>Multivariate Data Analysis</li><li>Research Methodology</li><li>Entrepreneurship</li><li>Elective 1</li><li>Elective 2</li></ul>	<ul style="list-style-type: none"><li>Enterprise Architecture</li><li>Systems Analysis and Design</li><li>Digital Transformation Strategy</li><li>Final Year Project 1</li><li>Final Year Project 2</li><li>Elective 3</li><li>Elective 4</li><li>Industrial Training</li></ul>
ELECTIVES COURSES	A Maximum of 12 Credit hours from ANY subjects offered by FOM and other faculty. The following are recommended: <ul style="list-style-type: none"><li>Introductory Data Visualization (offered by FCI)</li><li>Enterprise Risk Management</li><li>Global Business Services</li><li>Electronic Commerce</li></ul>	
UNIVERSITY COURSES	<ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li><li>Fundamentals of Digital Competence with Basic Programming</li></ul>	
Mata Pelajaran Umum (MPU)	U1, U2, U3, U4 *Refer program structure	

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

BACHELOR OF MANAGEMENT (HONS.) ODL

(R3-DL/345/6/0145) 03/29 (MQA/FA2078)

Enhance your career or personal growth now with our Management degree via open and distance learning (ODL) mode in Multimedia University. Earn a Management degree qualification by studying flexibly at your own time, place and pace. The Bachelor of Management (Hons) ODL curriculum was designed to develop holistic competencies that are in tandem with industry needs and to build a knowledge-centric society. The programme imparts education through media and information technology designed by our experienced instructional design team that enables you to engage in self-learning at your convenient time.

- Programme features:
- 100% online-based degree programme.
  - 100% coursework.
  - Self-Instructional Materials for self-learning
  - Entry to Degree using APEL A certification (those who enrol without Diploma / STPM).
  - Affordable tuition fees.
  - Pioneer in online learning in Malaysia for 25 years.

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	Year 4	Year 5
CORE				
<ul style="list-style-type: none"><li>Accounting for Business</li><li>English for Business Communication</li><li>Essential Skills for Online Learning</li><li>Foundations of Critical Thinking</li><li>Fundamentals of Economics</li><li>Entrepreneurship</li><li>Management Information Systems</li><li>Psychology</li></ul>	<ul style="list-style-type: none"><li>Business &amp; Society</li><li>Principles of Finance</li><li>Business Law</li><li>Digital Transformation Technologies</li><li>Organisational Behaviour</li><li>Principles of Management</li><li>Principles of Marketing</li></ul>	<ul style="list-style-type: none"><li>Quantitative Methods</li><li>Global Management</li><li>Production and Operations Management</li><li>Human Resource Management</li><li>Project Management</li><li>Industrial Relations</li></ul>	<ul style="list-style-type: none"><li>Strategic Management</li><li>Organisational Development</li><li>TQM for Managers</li><li>Leadership</li><li>Small Business Management</li><li>Elective 1</li><li>Managing Technology in Organisations</li></ul>	<ul style="list-style-type: none"><li>Research Methods for Business</li><li>Consumer Behaviour</li><li>Organisational Change and Innovation Management</li><li>Elective 2</li><li>Elective 3</li><li>Elective 4</li><li>Elective 5</li></ul>
ELECTIVES COURSES	Choose any 5 from below: <ul style="list-style-type: none"><li>Training &amp; Development</li><li>Service Marketing</li><li>Marketing Strategy</li><li>Labour Economics</li><li>Recruitment &amp; Selection</li><li>Compensation &amp; Benefit</li><li>Sales Management</li><li>Marketing Communication</li></ul>			
UNIVERSITY COURSES	Foundation of Critical Thinking Essential Skills for Online Learning Fundamentals of Digital Competence with Basic Programming			
Mata Pelajaran Umum (MPU)	U1, U2, U3, U4 *Refer program structure			

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





DIPLOMA IN FINANCE

(N/343/4/0259) 05/24 (MQA/PSA11998)

This programme is designed to empower students digital and analytical skills essential to the rapidly disrupted Banking and Finance industry. Students will be equipped with soft and management skills in order to meet industry needs. The programme also prepares the students with independent and innovative thinking skills through its curriculum and industry exposure related to finance, investment and banking.

After completion of the diploma programme, you can opt for a related degree programme from either the Faculty of Management (MMU Cyberjaya campus) or the Faculty of Business (MMU Melaka campus).

PROGRAMME STRUCTURE

<div><div>Year 1</div><div><ul style="list-style-type: none"><li>English</li><li>Business Mathematics</li><li>Principles of Management</li><li>Principles of Financial Accounting</li><li>Fundamentals of Economics</li><li>Organisational Behaviour</li><li>Business Statistics</li><li>Principles of Marketing</li><li>Principles of Managerial Accounting</li><li>Fundamentals of Finance</li><li>Fundamentals of Entrepreneurship</li><li>Computer Technology &amp; Applications</li><li>Elective (Critical Thinking/Ethic and Governance)</li></ul></div></div>	<div><div>Year 2</div><div><ul style="list-style-type: none"><li>Business Communication in the Digital Age</li><li>Digital Literacy in Management</li><li>Commercial Bank Management</li><li>Practical Financial Analysis</li><li>Fundamentals of Financial Statement Analysis</li><li>Business Law</li><li>Foundation of Financial Markets and Institutions</li><li>Personal Finance</li><li>Fundamental of Investments</li><li>Introduction to FinTech</li><li>Practical Training</li></ul></div></div>
<div><div>UNIVERSITY COURSES</div><div><ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li></ul></div></div>	
<div><div>Mata Pelajaran Umum (MPU)</div><div><div>U1, U2/U3, U4</div><div>*Refer program structure</div></div></div>	

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

DIPLOMA IN MANAGEMENT

(N/345/4/1118) 05/24 (MQA/PSA12185)

This programme is designed to produce quality graduates who are confident, business savvy, technologically enabled, and equipped with the necessary soft skills and good ethical values needed to excel in the fast paced digital economy and beyond. In line with global trends towards a freelance economy and movements supporting innovation and business start-ups, this programme offers a special focus on developing students' skills and mindset for entrepreneurship.

After completion of this diploma programme, students who choose to further their studies can opt to continue into a bachelor's degree programme in management in either the Faculty of Business (MMU Melaka campus) or the Faculty of Management (MMU Cyberjaya campus).

PROGRAMME STRUCTURE

<div><div>Year 1</div><div><ul style="list-style-type: none"><li>English</li><li>Business Mathematics</li><li>Principles of Management</li><li>Principles of Financial Accounting</li><li>Fundamentals of Economics</li><li>Organisational Behavior</li><li>Business Statistics</li><li>Principles of Marketing</li><li>Principles of Managerial Accounting</li><li>Fundamentals of Finance</li><li>Fundamentals of Entrepreneurship</li><li>Computer Technology &amp; Applications</li><li>Psychology</li></ul></div></div>	<div><div>Year 2</div><div><ul style="list-style-type: none"><li>Human Resource Management</li><li>Business Ethics</li><li>Digital Literacy in Management</li><li>Project Management</li><li>Managing Small Business</li><li>Operations Management</li><li>International Business</li><li>Business Law</li><li>Leadership and Communication</li><li>Product Innovation and Management</li><li>Practical Training</li></ul></div></div>
<div><div>UNIVERSITY COURSES</div><div><ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li></ul></div></div>	
<div><div>Mata Pelajaran Umum (MPU)</div><div><div>U1, U2/U3, U4</div><div>*Refer program structure</div></div></div>	

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



# FACULTY OF BUSINESS

## Melaka Campus

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

## 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. The foundation programme is a comprehensive programme that ensures that students are well-equipped with the knowledge, skills and aptitude to progress from the high school to university degree studies. 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, the students can opt for a related degree programme from either the Faculty of Business (FOB) or Faculty of Management (FOM).

### PROGRAMME STRUCTURE FOR FOUNDATION IN BUSINESS

#### Trimester 1

- Microeconomics
- Fundamentals of Business Management
- Computer Applications
- Introduction to Quantitative Analysis
- Communicative English

#### Trimester 2

- Introduction to Cost and Management Accounting
- Introduction to Digital Business
- Essential English

#### Trimester 3

- Introduction to Financial Accounting
- Basic Macroeconomics
- Fundamentals of Personal Finance
- Group Dynamics
- Academic English
- Critical Thinking

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

## 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 (Hons) is a four-year programme that is recognised by the Malaysian Institute of Accountants, which will enable graduates with the relevant professional working experience to qualify as a Chartered Accountant Malaysia or C.A. (M). 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 the breadth of knowledge relevant to the discipline.

Through an exclusive collaboration that is the first in Malaysia and the second in Asia, students have the opportunity to obtain up to four additional exemptions of ICAEW professional papers, on top of the maximum exemptions granted by ICAEW.

#### Exemption from Professional Bodies:

- Institute of Chartered Accountants in England and Wales (ICAEW) - 8 papers out of 15 (with up to 12 papers via strategic credit courses)
- Chartered Institute of Management Accountants (CIMA)- 8 papers out of 16
- Association of Chartered Certified Accountants (ACCA) - 9 papers out of 13
- Certified Practising Accountants (CPA Australia) - 6 papers out of 12
- Malaysian Institute of Certified Public Accountants (MICPA) - 4 papers out of 9
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)- up to 3 papers out of 7
- Chartered Tax of Institute of Malaysia (CTIM)- up to 5 papers out of 8

**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
CORE			
<ul style="list-style-type: none"><li>• Fundamentals of Financial Reporting</li><li>• Microeconomics</li><li>• Management</li><li>• Quantitative Analysis</li><li>• Fundamentals of Digital Competence with Basic Programming</li><li>• Macroeconomics</li><li>• Management Accounting 1</li><li>• Principles of Finance</li><li>• Financial Accounting and Reporting 1</li><li>• Principles of Marketing</li></ul>	<ul style="list-style-type: none"><li>• Financial Accounting and Reporting 2</li><li>• Taxation 1</li><li>• Auditing</li><li>• Public Sector Accounting</li><li>• English for Business Communication</li><li>• Taxation 2</li><li>• Management Accounting 2</li><li>• Corporate Finance</li><li>• Business Law</li><li>• Organisational Behaviour</li><li>• Elective 1</li></ul>	<ul style="list-style-type: none"><li>• Professional Ethics</li><li>• Company Law and Secretarial Practice</li><li>• Corporate Accounting 1</li><li>• Advanced Management Accounting</li><li>• Securities, Investment and Portfolio Management</li><li>• Strategy</li><li>• Advanced Auditing</li><li>• Accounting Information Systems</li><li>• Accounting Theory</li><li>• Elective 2</li><li>• Elective 3</li><li>• Elective 4</li></ul>	<ul style="list-style-type: none"><li>• Integrated Case Study</li><li>• Advanced Taxation</li><li>• Accounting System Analysis and Design</li><li>• Corporate Accounting 2</li><li>• Management Decision Science</li><li>• Accounting Industrial Training</li></ul>
ELECTIVE COURSES			
<p><i>Elective courses (12 Credits) may be taken from any elective courses offered in B.Acc. (Hons.) or any major subjects offered by the other programmes in the faculty. The courses are offered at the faculty's discretion:</i></p> <ul style="list-style-type: none"><li>• E-Auditing • Electronic Commerce • Financial Statement Analysis • Enterprise Resource Planning (ERP) • Tax Compliance (ICAEW strategic credit course) • Advanced Financial Accounting &amp; Reporting (ICAEW strategic credit course) • Business Planning: Taxation (ICAEW strategic credit course) • Human Resource Management • Bank Management • Credit Management • Internal Auditing • International Accounting • Knowledge Economy • Management Consultancy • Production and Operations Management • Forensic Accounting</li></ul>			
UNIVERSITY COURSES			
<ul style="list-style-type: none"><li>• Character Building</li><li>• Sustainable Society</li><li>• Philosophy and Current Issues</li><li>• Appreciation of Ethics and Civilizations (Local students) / Bahasa Melayu Komunikasi 2 (International students)</li><li>• Bahasa Kebangsaan A</li><li>• Integrity and Leadership</li><li>• Co-curriculum</li></ul>			

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



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.

The programme is included in the CFA Institute University Affiliation Programme as it embeds a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) - including the Code of Ethics and Standards of Professional Conduct into the curriculum. An affiliated University signals to their students and to employers that the curriculum is closely tied to the practice of investment management and is helpful to students preparing for the CFA® Programme exams.

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
CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING		
<ul style="list-style-type: none"><li>English for Business Communication</li><li>Understanding Management</li><li>Financial Accounting for Managers</li><li>Quantitative Analysis Models for Business</li><li>Entrepreneurship and Ethical Practices</li><li>Financial Management</li><li>Cyber Security</li><li>Introductory Microeconomics</li><li>Fundamentals of Marketing</li><li>Human Capital and Organisational Behaviour</li><li>Digital Business</li></ul>	<ul style="list-style-type: none"><li>Introductory Macroeconomics</li><li>Quality and Operations Management</li><li>Data Analytics for Businesses</li><li>Selling and Sales Management / Understanding Consumer</li><li>Business Application Development</li><li>Money and Banking</li><li>Business Risk Management</li><li>Corporate Financial Management</li><li>Introduction to Financial Technologies</li><li>Management of Strategy</li><li>Business Research Methods</li><li>International Business</li><li>Financial Markets and Institutions</li><li>International Finance</li><li>Islamic Banking and Finance</li></ul>	<ul style="list-style-type: none"><li>Business Information Systems</li><li>Supply Chain Management</li><li>Project Management</li><li>Strategic Management Information Systems / Business Intelligence</li><li>Banking and Finance Research Project</li><li>Investment</li><li>International Economics</li><li>International Trade and Policy</li><li>Financial Derivatives</li><li>Industrial Training</li></ul>
UNIVERSITY COURSES <ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li><li>Philosophy and Current Issues</li><li>Appreciation of Ethics and Civilizations / Bahasa Melayu Komunikasi 2 (International)</li><li>Bahasa Kebangsaan A</li><li>Integrity and Leadership</li><li>Co-curriculum</li></ul>		

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

Articulation Pathway:



BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
(HUMAN RESOURCE MANAGEMENT)

(R2/345/6/0462) 07/24 (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, 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/SPECIALISATION COURSES/INDUSTRIAL TRAINING		
<ul style="list-style-type: none"><li>English for Business Communication</li><li>Quantitative Analysis Models for Business</li><li>Entrepreneurship and Ethical Practices</li><li>Understanding Management</li><li>Human Capital and Organisational Behaviour</li><li>Introductory Microeconomics</li><li>Financial Management</li><li>Fundamentals of Marketing</li><li>Financial Accounting for Managers</li><li>Digital Business</li><li>International Business</li></ul>	<ul style="list-style-type: none"><li>Quality and Operations Management</li><li>Introductory Macroeconomics</li><li>Business Risk Management</li><li>Introduction to Financial Technologies</li><li>Business Research Methods</li><li>Management of Strategy</li><li>Business Information Systems</li><li>Data Analytics for Businesses</li><li>Business Application Development</li><li>Cyber Security</li><li>Occupational Safety and Health</li><li>Performance Management</li><li>Recruitment and Selection</li><li>International Human Resource Management</li><li>Compensation and Benefits</li></ul>	<ul style="list-style-type: none"><li>Supply Chain Management</li><li>Innovation Management OR International Trade and Policy</li><li>Project Management</li><li>Strategic Management Information Systems OR Business Intelligence</li><li>Labour Laws</li><li>Human Resource Management Research Project</li><li>Industrial Relations</li><li>Human Resource Information Systems</li><li>Training and Development</li><li>Industrial Training</li></ul>
UNIVERSITY COURSES <ul style="list-style-type: none"><li>Character Building</li><li>Sustainable Society</li><li>Philosophy and Current Issues</li><li>Appreciation of Ethics and Civilizations / Bahasa Melayu Komunikasi 2 (International)</li><li>Bahasa Kebangsaan A</li><li>Integrity and Leadership</li><li>Co-curriculum</li></ul>		

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

Articulation Pathway:





BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
(INTERNATIONAL BUSINESS) (R2/340/6/0111) 03/22 (MQA/FA2053)

Students enrolled in this three-year course will delve into the world of business management from a global perspective. They will gain an understanding of contemporary global business issues and practices, as well as national differences in political economy, culture, legal and regulatory frameworks, global trade, monetary and investment environments, strategies for global operations, international marketing, and human resources. The programme includes international business competitions, exhibitions, excursions, talks, forums and debates, training, international exchange programs, and opportunities for work placements at multinational corporations and industry-related research projects. By incorporating various industry-related activities, this program transforms students into true global citizens comfortable working and adapting to different cultures and environments.

A wide range of institutions and corporations worldwide value the skills and knowledge provided by this program, whether they are multinational corporations, inter-governmental and non-profit organizations, or emerging local corporations with prospects for global expansion. Our formidable list of alumni is made up of graduates serving these institutions locally and abroad.

Career Prospects: Managers and executives in multinational corporations; business owners; analysts, advisors, and specialists in banking and financial services; logistics; import-export management; production and operations; international marketing; HRM; and other service-oriented professions.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING		
<ul style="list-style-type: none"><li>• Entrepreneurship and Ethical Practices</li><li>• English for Business Communication</li><li>• Financial Management</li><li>• Fundamentals of Marketing</li><li>• Financial Accounting for Managers</li><li>• Human Capital and Organisational Behaviour</li><li>• Introductory Microeconomics</li><li>• Introductory Macroeconomics</li><li>• Quantitative Analysis Models for Business</li><li>• Understanding Management</li><li>• Business Risk Management</li></ul>	<ul style="list-style-type: none"><li>• International Business</li><li>• International Economics</li><li>• Innovation Management or Social Media and Digital Marketing</li><li>• Introduction to Financial Technologies</li><li>• Business Information Systems</li><li>• Digital Business</li><li>• Data Analytics for Businesses</li><li>• Global Finance</li><li>• Management of Strategy</li><li>• Occupational Safety and Health</li><li>• Quality and Operations Management</li><li>• Understanding Consumer</li></ul>	<ul style="list-style-type: none"><li>• Business Research Methods</li><li>• Global Operations Management</li><li>• International Trade and Policy</li><li>• International Management</li><li>• International Marketing</li><li>• Issues in International Business</li><li>• Legal Environment of International Business</li><li>• Project Management</li><li>• Strategic Management Information Systems or Business Intelligence</li><li>• Supply Chain Management</li><li>• International Business Research Project</li><li>• Industrial Training</li></ul>
UNIVERSITY COURSES <ul style="list-style-type: none"><li>• Character Building</li><li>• Sustainable Society</li><li>• Philosophy and Current Issues</li><li>• Appreciation of Ethics and Civilizations / Bahasa Melayu Komunikasi 2 (International)</li><li>• Bahasa Kebangsaan A</li><li>• Integrity and Leadership</li><li>• Co-curriculum</li></ul>		

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

Articulation Pathway:



BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
(MARKETING MANAGEMENT) (R2/345/6/0464) 06/24 (A10405)

This three-year programme produces innovative marketers and thinkers when students are exposed to the evolving mix of consumers and business marketing. Specialised marketing subjects are included in the programme, such as Strategic Marketing, Promotional Marketing, Understanding Consumers, Marketing Research Methods, Brand Management, Market Planning and Management, Selling and Sales Management, Marketing in Service Industries, International Marketing, and Retailing. Strategic thinking, self-confidence, public speaking and other soft skills are continuously inculcated at all levels of this degree programme.

The MMU graduates in Marketing Management are highly sought after and have been successfully contributing in top performing organisations such as Infineon Technologies, DHL, DELL, Petronas, ZALORA, Shell, HSBC, TM, Nestle and P&G among others.

Career Prospects: Marketing Executives, Industrial Marketers, Product Development Managers, Business and Marketing Strategists, Service Quality Experts, Brand Managers, and Customer Relationship Managers.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING		
<ul style="list-style-type: none"><li>• English for Business Communication</li><li>• Understanding Management</li><li>• Financial Accounting for Managers</li><li>• Quantitative Analysis Models for Business</li><li>• Entrepreneurship and Ethical Practices</li><li>• Financial Management</li><li>• Introductory Microeconomics</li><li>• Fundamentals of Marketing</li><li>• Human Capital and Organisational Behaviour</li><li>• Digital Business</li><li>• Cyber Security</li></ul>	<ul style="list-style-type: none"><li>• Introductory Macroeconomics</li><li>• Quality and Operations Management</li><li>• Data Analytics for Businesses</li><li>• Supply Chain Management</li><li>• Business Application Development</li><li>• Selling and Sales Management</li><li>• Business Risk Management</li><li>• Innovation Management</li><li>• Introduction to Financial Technologies</li><li>• Management of Strategy</li><li>- International Business OR International Economics</li><li>• Marketing Research Methods</li><li>• Promotional Marketing</li><li>• Understanding Consumer</li><li>• Retailing</li></ul>	<ul style="list-style-type: none"><li>• Business Information Systems</li><li>• Strategic Management Information Systems OR Business Intelligence</li><li>• Project Management</li><li>• Marketing Management Research Project</li><li>• International Marketing</li><li>• Strategic Marketing</li><li>• International Trade and Policy</li><li>• Social Media and Digital Marketing</li><li>• Product and Service Marketing</li><li>• Industrial Training</li></ul>
UNIVERSITY COURSES <ul style="list-style-type: none"><li>• Character Building</li><li>• Sustainable Society</li><li>• Philosophy and Current Issues</li><li>• Appreciation of Ethics and Civilizations / Bahasa Melayu Komunikasi 2 (International)</li><li>• Bahasa Kebangsaan A</li><li>• Integrity and Leadership</li><li>• Co-curriculum</li></ul>		

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

Articulation Pathway:





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

This programme offers courses that are SAP-certified and Microsoft-certified. SAP is a world-recognized Enterprise Resource Planning software certification, which is essential for the digital transformation of traditional business. Microsoft certification demonstrates to future employers that graduates from this programme are proficient in the specific real-world skills associated with digital business management roles. This programme puts classroom learning into practice through I-cadetship. Academic lessons and I-cadetship will be complemented with real-life case studies, field trips, competitions, first-hand information from guest speakers and interactive teaching approaches that maximise learning outcomes.

**Career Prospects:** *Digital Communication Specialist, Digital Marketing Specialist, Digital Sales Manager, Digital Business Consultant, Project Manager, System Developer, Technology Manager, Chief Information Officer, Business Intelligence Analyst, Knowledge Analyst, Digital System Developer, Enterprise Portal Developer, Data Analyst, Web Developer, Mobile Developer, Digital Content Creator, Social Media Analyst.*

Year 1	Year 2	Year 3
<b>CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING</b>		
<ul style="list-style-type: none"> <li>• English for Business Communication</li> <li>• Understanding Management</li> <li>• Introductory Microeconomics</li> <li>• Fundamentals of Marketing</li> <li>• Financial Accounting for Managers</li> <li>• Quantitative Analysis Models for Business</li> <li>• Human Capital and Organisational Behaviour</li> <li>• Finance Management</li> <li>• Data Analytics and Business Intelligence</li> <li>• International Business</li> <li>• Entrepreneurship and Ethical Practices</li> <li>• Business Risk Management</li> <li>• Innovation Management</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Business</li> <li>• Quality and Operations Management</li> <li>• Global Finance</li> <li>• Understanding Consumer</li> <li>• Business Application Development</li> <li>• Data Mining and Decision Support Systems</li> <li>• Introduction to Financial Technologies</li> <li>• Cybersecurity</li> <li>• Introductory Macroeconomics</li> <li>• Business Risk Management</li> <li>• Business Research Methods</li> <li>• Product and Service Marketing OR Promotional Marketing</li> <li>• International Trade and Policy OR International Economics</li> <li>• Supply Chain Management</li> <li>• Social Media and Digital Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Business Information Systems</li> <li>• Management of Strategy</li> <li>• Strategic Management Information Systems</li> <li>• Project Management</li> <li>• Digital Business Management Research Project</li> <li>• Advanced Data Analytics for Businesses</li> <li>• Web and Mobile Applications Development</li> <li>• Industrial Training</li> </ul>
<b>UNIVERSITY COURSES</b> <ul style="list-style-type: none"> <li>• Character Building</li> <li>• Sustainable Society</li> <li>• Philosophy and Current Issues</li> <li>• Appreciation of Ethics and Civilizations / Bahasa Melayu Komunikasi 2 (International)</li> <li>• Bahasa Kebangsaan A</li> <li>• Integrity and Leadership</li> <li>• Co-curriculum</li> </ul>		

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

Articulation Pathway:



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

At the end of the programme, students emerge as inspired and innovative graduates, fully equipped to meet the challenges of a highly competitive global environment. After completion of the diploma programme, students can opt for a related degree programme from either the Faculty of Business or Faculty of Management, except for the Bachelor of Financial Engineering (Hons.)

Year 1	Year 2
<p align="center"><b>CORE COURSES</b></p>	
<ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Business Accounting</li> <li>• Principles of Marketing</li> <li>• Macroeconomics</li> <li>• Business Finance</li> <li>• Business Management</li> <li>• Introduction to Information Systems</li> <li>• Business Communication in the Digital Age</li> <li>• Web Design</li> <li>• Fundamentals of Business and Ethics</li> <li>• Logistics and Supply Chain Management</li> <li>• Introduction to Digital Marketing &amp; Analytics</li> <li>• Project Management</li> <li>• Innovation and Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Financial Technology</li> <li>• Strategic Management</li> <li>• Business Analytics</li> <li>• Recruitment and Selection</li> <li>• E-Commerce</li> <li>• People Management</li> <li>• Operations Management</li> <li>• Principles of Sales Management</li> <li>• Introduction to Investment</li> <li>• Quantitative Analysis</li> </ul>
<p><b>ELECTIVE COURSES/ INDUSTRIAL TRAINING</b></p>	<p>• Digital Personal Branding &amp; Professionalism • Introduction to Event Management • Industrial Training</p>
<p><b>UNIVERSITY COURSES</b></p>	<p>U1 - Philosophy and Current Issues/ Penghayatan Etika dan Peradaban (Local)/ Bahasa Melayu Komunikasi 1 (International)            U2 - Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A            U3 - Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia            U4 - Personal Social Responsibility</p> <ul style="list-style-type: none"> <li>• Character Building</li> <li>• Sustainable Society</li> </ul>

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

Articulation Pathway:





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 computer and software applications.

Students will also be equipped with some business knowledge in economics, finance, marketing 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.

Exemption from Professional Bodies:

- Institute of Chartered Accountants in England and Wales (ICAEW)-6 papers out of 15
- Chartered Institute of Management Accountants (CIMA) - 4 papers out of 16
- Association of Chartered Certified Accountants (ACCA) - 3 papers out of 13

Diploma in Accounting students who have graduated and passed the ICAEW Accounting exam will be eligible to apply for the Certificate in Finance, Accounting and Business (CFAB). This certificate enables them to be on a path to obtain the ICAEW Business Finance Professional (BFP) designation.

After completion of the diploma programme, students can opt for a related degree programme from either the Faculty of Business or Faculty of Management, except for the Bachelor of Financial Engineering (Hons.)

PROGRAMME STRUCTURE

Year 1	Year 2
CORE COURSES	
<ul style="list-style-type: none"><li>• Management</li><li>• Fundamentals of Marketing</li><li>• Computer &amp; Software Applications</li><li>• Introductory Microeconomics</li><li>• Financial Accounting 1</li><li>• Financial Accounting 2</li><li>• Financial Accounting 3</li><li>• Computerised Accounting Information System</li><li>• Taxation 1</li><li>• Management Accounting 1</li><li>• Quantitative Techniques</li><li>• Introductory Microeconomics</li><li>• English</li><li>• Business Communication in the Digital Age</li><li>• Character Building</li><li>• Environmental Social and Governance</li></ul>	<ul style="list-style-type: none"><li>• Managing Human Resources</li><li>• Introductory Macroeconomics</li><li>• Auditing 1</li><li>• Auditing 2</li><li>• Taxation 2</li><li>• Management Accounting 2</li><li>• Financial Accounting 4</li><li>• Principles of Business Law</li><li>• Principles of Company Law</li><li>• Introduction to Organisational Behaviour</li><li>• Principles of Finance</li></ul>

INDUSTRIAL TRAINING (optional)	1. Industrial Training Or 1. Electronic Business, and 2. Fundamental of Entrepreneurship
UNIVERSITY COURSES	<div>U1 – Philosophy and Current Issues/ Penghayatan Etika dan Peradaban (Local)/ Bahasa Melayu Komunikasi 1 (International)</div> <div>U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A</div> <div>U3 – Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia</div> <div>U4 – Personal Social Responsibility</div> <div>• Character Building</div> <div>• Sustainable Society</div>

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

Articulation Pathway:



DIPLOMA IN DIGITAL BUSINESS

(N/345/4/1172) 01/26 (MQA/SWA14239)

This two-year diploma programme offers a variety of essential knowledge and skills in digital business through inquiry and exploration of new business models and opportunities in the digital era. This programme also equips students with skills in shifting digital business transformation strategies, leading digital innovations, analysing valuable data for decision making, understanding the concept of how digital business transformation adapt with artificial intelligence, enhancing business analytics for digital business, engaging customers through digital marketing and experiencing in developing digital business practices.

Upon completion of the programme, students can opt to further study in a related undergraduate programme offered by Faculty of Business and Faculty of Management in MMU, except for Bachelor of Financial Engineering (Hons).

PROGRAMME STRUCTURE

Year 1	Year 2
CORE COURSES	
<ul style="list-style-type: none"><li>• Business Management</li><li>• Microeconomics</li><li>• Digital Business Venture &amp; Strategy</li><li>• Business Accounting</li><li>• Introduction to Digital &amp; Social Media Marketing</li><li>• Character Building</li><li>• Business Communication in the Digital Age</li><li>• Principle of Marketing</li><li>• Web Design</li><li>• Fundamentals of Business and Ethics</li><li>• Business Finance</li><li>• Introduction to Information System</li><li>• Digital Logistics and Supply Chain Management</li></ul>	<ul style="list-style-type: none"><li>• Quantitative Analysis</li><li>• Macroeconomics</li><li>• Business System Development</li><li>• Web Development and Application</li><li>• Cybersecurity</li><li>• Introduction to Financial Technology</li><li>• Business Analytics</li><li>• People Management</li><li>• Operations Management</li><li>• E-Commerce</li><li>• Decision Support System for Management</li><li>• Digital Business Project</li></ul>

ELECTIVE COURSES	<div>• Innovation and Design Thinking</div> <div>• Introduction to Event Management</div> <div>• Digital Personal Branding &amp; Professionalism</div> <div>• Introduction to Industry 4.0.</div>
UNIVERSITY COURSES	<div>U1 – Philosophy and Current Issues/ Penghayatan Etika dan Peradaban (Local)/ Bahasa Melayu Komunikasi 1 (International)</div> <div>U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A</div> <div>U3 – Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia</div> <div>U4 – Personal Social Responsibility</div> <div>• Character Building</div> <div>• Sustainable Society</div>

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





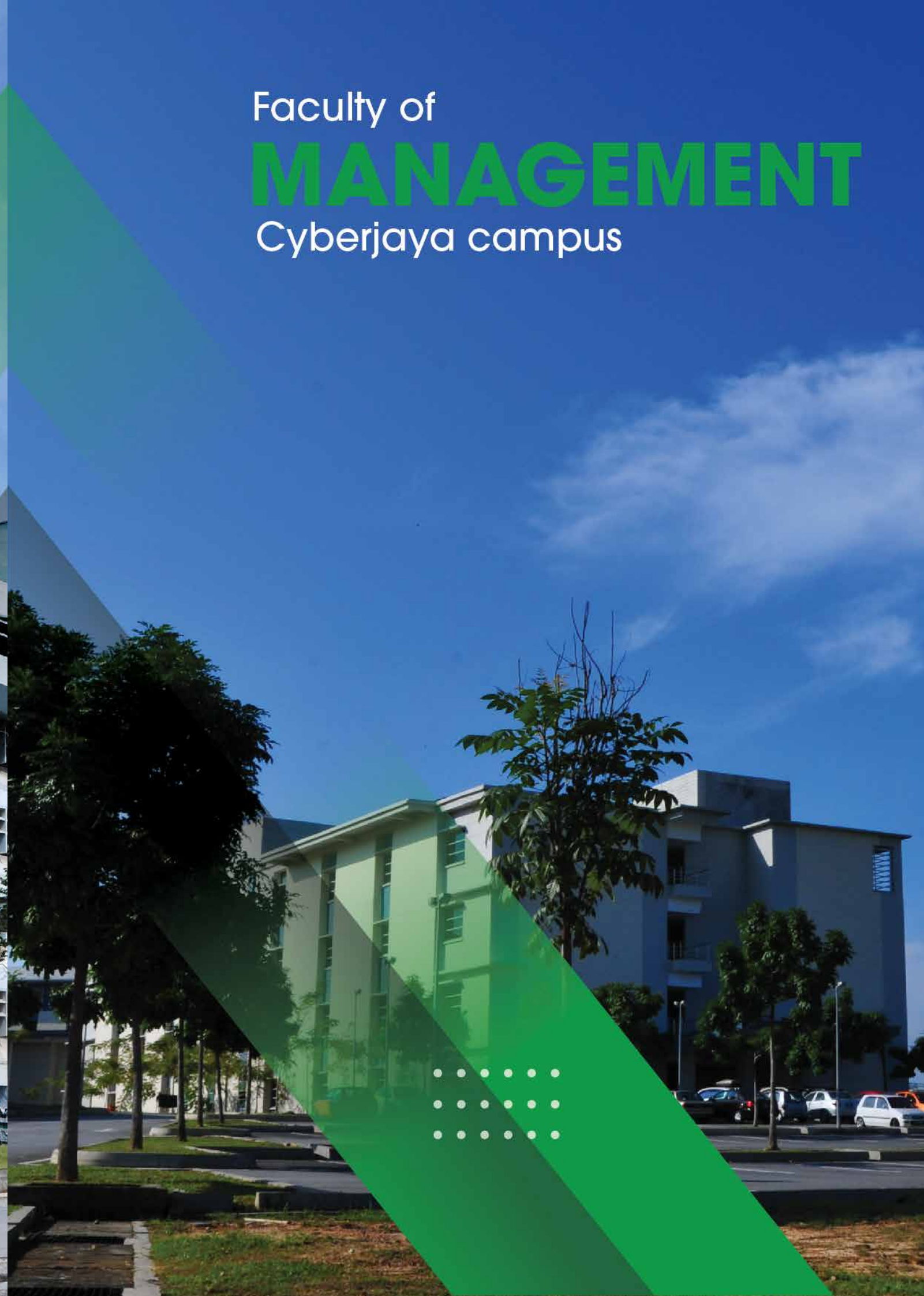




Faculty of  
**BUSINESS**  
Melaka campus



Faculty of  
**MANAGEMENT**  
Cyberjaya campus





## MULTIMEDIA UNIVERSITY

[DU001(B)]

### Cyberjaya Campus (Main)

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63100 Cyberjaya, Selangor,  
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MMU reserves the right to make, without notice, amendments or modifications, as may deem necessary.