



# BUSINESS, ACCOUNTING AND MANAGEMENT

LEADING THE  
DIGITAL  
FUTURE



# WELCOME TO MMU!



Welcome to Multimedia University (MMU).

Choosing a university is an important milestone that marks the beginning of a meaningful academic and personal journey. At MMU, we are committed to providing an education that not only builds academic excellence but also nurtures character, confidence, and purpose.

Our programmes are designed to prepare students for a rapidly evolving world. Through a strong emphasis on industry engagement, hands-on learning, and innovative teaching, we ensure that our graduates are equipped with the knowledge, skills, and adaptability needed to succeed in their chosen fields.

Beyond academics, MMU offers a supportive and inclusive campus environment where students are encouraged to discover their strengths, pursue their passions, and grow as responsible global citizens. We take pride in fostering a community that values creativity, critical thinking, and lifelong learning.

We look forward to welcoming you into the MMU family and supporting you every step of the way.

Thank you.

**Prof. Dato' Dr. Mazliham Mohd Su'ud**  
President/Chief Executive Officer  
Multimedia University

# BUSINESS, ACCOUNTING & MANAGEMENT

MMU delivers forward looking programmes in Business, Accounting, and Management that respond to the realities of an increasingly dynamic business landscape. Designed with industry relevance in mind, the curriculum strengthens core business knowledge while developing analytical thinking, practical competence, and sound managerial judgement.



MMU is ranked among the top 201–250 globally for Business & Management Studies in the QS World University Rankings by Subject 2026. In addition, two other fields have made their debut in the rankings, with Social Sciences & Management placed at 401–450 and Economics & Econometrics at 451–500 worldwide.

Offered through the Faculty of Management (FOM) and Faculty of Business (FOB), the programmes evolve in line with market and societal demands, addressing areas such as digital business practices, data informed decision making, sustainability, and ethical governance. Students learn from a blend of academic expertise and industry experience, gaining valuable insight into contemporary business challenges and practices.

MMU places strong emphasis on career readiness through industry engagement, internships, and applied learning opportunities. Graduates emerge well prepared for professional roles across the corporate sector, public service, and non profit organisations, with the versatility to succeed in both local and global contexts.



## WHY STUDY BUSINESS, ACCOUNTING & MANAGEMENT AT MMU?

- Collaborations with top companies to provide certification programmes to students
- The only university in Malaysia with a **full-fledged Bloomberg lab** for financial analysis
- Real working assignments for **action-based learning** that exposes students to the industry
- Mentoring environment to nurture future professionals who are accountable and hold highly relevant competencies. Core **Employability Skills** integrated into all programmes
- **Industry-recognised lecturers** who hold advisory positions with global organisations (UNESCO) and Adjunct professors from the industry (Epic Valley, TM)
- Innovative curriculum that embeds **Management Analytics** components and Entrepreneurial thinking in all programmes
- Boost your career prospects with our programmes which include **SAP Certification**

### Opportunity for Exemption from Professional Bodies for MMU Accounting Programme



# AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

- Listed among the **Top Malaysian Private Universities** in THE World University Rankings 2026
- Awarded **Self-Accreditation Status**, 2017 by Malaysian Qualification Agency
- Rose among the **Top Malaysian Private Universities** in QS Asia University Rankings 2026
- Emerged as the leading **Government-Linked University (GLU)** and among **Top 3 in Malaysia** in THE Interdisciplinary Science Rankings 2026
- Attained in **Competitive Mature University Category** under the SETARA rating by Ministry of Higher Education (MoHE)
- Achieved **CXP Best Customer Experience Awards** for four consecutive years (2021-2024)
- Retained **Gold Award under the Education and Learning** at Putra Brand Awards 2025
- Employer's Preferred University** awarded by Talentbank for two consecutive years 2024- 2025 (Champion in Animation and 6 star rating in Arts & Design, Communication & Broadcasting, Computing & IT, Economics, Engineering (Mechanical) and Law)
- Achieved a high graduate employability rate of **99.5% in 2025**, according to the MOHE Tracer Study System
- Awarded **Premier Digital Tech Institution (PDTI) Status** since 2017 by Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)
- Won **Best Institution Award** at the Anugerah Keusahawanan Kementerian Pendidikan Tinggi (KPT) 2023
- MMU is ranked among the **top 201–250 globally for Business & Management Studies** in the QS World University Rankings by Subject 2026.



## Your success begins here!

Multimedia University (MMU) is a leading university in Malaysia and we are also listed in global rankings namely QS World University Rankings 2026 and Times Higher Education (THE) World University Rankings 2026. At MMU, our diversity is what makes us unique where you will study alongside with approximately 2,300 international students from 84 countries.

Our university also has strong collaborations and engagement with industry partners, providing students with unparalleled opportunities to gain real-world insights and hands-on experience. Through internships, industry projects, workshops, and mentorship programmes, you will be able to apply your knowledge in practical settings, develop professional skills, and build valuable networks that can shape your future career. These partnerships ensure that your learning experience is not only academic but also relevant to the evolving demands of the workforce, preparing you to excel in a competitive and dynamic global environment.

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, combined with a commitment to nurturing an entrepreneurial mindset and independent thinking, will help you meet global industry expectations.

# RESEARCH-LED INDUSTRY-DRIVEN UNIVERSITY

As a research-led, industry-driven university, MMU organises its research activities under 7 dynamic Centres of Excellence (COE) which are the COE for Advanced Cloud, COE for Artificial Intelligence, COE for Intelligent Network, COE for Immersive Experience, COE for Robotics and Sensing Technologies, COE for Sustainability and Governance, and COE for Business Innovation and Communication.

Within these COEs, various research centres and labs exist to drive the research activities in these COEs and they work seamlessly across labs and COEs to conduct impactful research. These research centres and labs have dedicated physical facilities and spaces as well as administrative and professional support staff.

At MMU, we actively foster strong academia-industry collaborations to ensure our students are industry-ready and future-focused.

## Well-rounded Education

Gain a solid foundation in your field while developing entrepreneurial skills and industry-relevant expertise, equipping you to thrive in today's competitive job market.

## Industry on Campus

Benefit from direct access to our state-of-the-art labs, established through partnerships with leading global companies such as ZTE, HUAWEI, Microsoft, Intel, MCMC, AGMO Studio and many more.

## Industry-Aligned Programmes

Our programmes are carefully designed to meet industry requirements, ensuring that your learning is directly applicable to real-world careers.

## Ready For Industry

Ignite your entrepreneurial mindset through start-up initiatives from our Entrepreneurship Development Centre (EDC), giving you the tools and experience to innovate and succeed in real-world industries.

## Industry-Leading Alumni

Join the ranks of our alumni who have become trendsetters and leaders in Malaysia's industries, shaping innovation and inspiring the next generation of professionals.

## Transform Your Work Experience into Academic Achievement

MMU's Accreditation of Prior Experiential Learning (APEL) recognises your professional experience by converting it into academic credit, allowing access to degree or master's programs without traditional qualifications. This flexible, industry-aligned pathway saves time and cost while leading to a fully accredited qualification respected by employers and institutions worldwide.

# 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 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 will 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, as well as 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 in 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.

## Fostering Future Entrepreneurs through eCadet

Our university is dedicated to nurturing dynamic and resilient student entrepreneurs, empowering them to become founders of high-value startups. Through the eCadet initiative, students will receive early exposure and invaluable insights into the realities of the business world and its ecosystem.

They will have the opportunity to cultivate professional networks, receive expert guidance, and enhance their startup skills by connecting with startups, companies, agencies, and accelerators.



# A VIBRANT AND CONDUCTIVE CAMPUS LIFE

Our campus offers a dynamic environment that fosters both academic excellence and a fulfilling student life.



Intelligent and high-tech labs



Convenient and comfortable accommodation (on-campus and off-campus)



Digital libraries



Robo Space Smart Lab



e-Moot Court



HySpace Lecture Classes



Set studio and post-production suite



Extensive infrastructure (campus-wide Wi-Fi, health clinics, mosques, 24-hour security, food & beverage outlets and more)

# PERMATA DUNIA TAKES ON THE WORLD



MMU played a pivotal role in shaping my analytical thinking, leadership mindset, and professional discipline. Beyond academic knowledge, MMU instilled in me the confidence to navigate complex challenges, lead with integrity, and continuously adapt in an ever-changing business landscape. The foundation I built at MMU continues to guide my decisions and leadership journey today.

## Hazwan Hussein

*Bachelor of Accounting (Hons.) 2012*

*Chief Operating Officer (COO)  
MARDI Corporation Sdn. Bhd.*

MMU gave me more than a degree. It shaped the way I think, adapt, and lead, and became the foundation upon which I built my career across industries and leadership roles. What I valued most was MMU's strong emphasis on practical learning and real-world relevance, which equipped me with the confidence and skills to navigate a fast-changing business landscape.

Today, I'm proud to give back as an Industrial Advisory Panel member, working closely with MMU to help shape industry-ready marketers for the future.

"MMU doesn't just teach marketing — it prepares you to think, adapt, and lead in the real world."

## Schrene Goh

*Bachelor of Business Administration (Honours) Marketing 2000*

*Chief of Commercial,  
Malaysia Rapid Transit Corporation Sdn Bhd*



MMU is a place that shaped my presentation skills and leadership skills. I believe that makes MMU graduates one of the highest employment rate universities among all. In the organisation, understanding of job tasks and communicating well for working in a group will be the key factor for success. Therefore, I think during the business course and society activities in campus have nurtured us to be market ready.

## Terry Swee Chee Yoong

*Bachelor of Business Administration (Honours) (International Business) 2011*

*Managing Director and Founder of Vesbo Malaysia*



# FACULTY OF MANAGEMENT

## Cyberjaya Campus

Sprawled over 200-acre plot of land, our Cyberjaya campus is home to the Faculty of Management.



## FOUNDATION IN MANAGEMENT

(R3/0011/3/0074) 06/29 (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	Trimester 2	Trimester 3
<ul style="list-style-type: none"> <li>Essential English</li> <li>Computer Applications in Business</li> <li>Introduction to Business</li> <li>Introduction to Law</li> <li>Essential Statistics</li> <li>Social and Emotional Health</li> </ul>	<ul style="list-style-type: none"> <li>Academic English</li> <li>Introduction to Critical and Creative Thinking</li> <li>Essentials of Management Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Communicative English</li> <li>Essential Mathematics</li> <li>Essentials of Microeconomics</li> <li>Essentials of Financial Accounting</li> <li>Introduction to Marketing</li> </ul>

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

## BACHELOR IN ACCOUNTING (HONOURS)

(R3/0411/6/0071) 06/31 (A10454)

Accounting is the language of business, and accountants help business leaders make smart financial decisions. The Bachelor in Accounting (Hons) is a three-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, including digital and entrepreneurial skills. The programme is infused with A'adab®, or the values expected when one is dealing with others and the environment, which is introduced in the Halatuju 4 Programme Perakaunan published by Malaysian Institute of Accountants. The programme was designed to provide the breadth of knowledge relevant to the discipline and also impart significant values upheld by the accounting profession. The programme has also received exemptions from the following professional bodies:

- Institute of Chartered Accountants in England and Wales (ICAEW)
- Chartered Institute of Management Accountants (CIMA)
- Association of Chartered Certified Accountants (ACCA)
- Certified Practising Accountants (CPA Australia)
- Malaysian Institute of Certified Public Accountants (MICPA)
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)
- Chartered Tax Institute of Malaysia (CTIM)

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
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Finance 1</li> <li>Statistics for Accounting</li> <li>Financial Accounting &amp; Reporting 1</li> <li>Economics</li> <li>Business Law</li> <li>Financial Accounting &amp; Reporting 2</li> <li>Taxation 1</li> <li>English for Business Communication</li> <li>U1</li> <li>U2</li> <li>U4</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Management</li> <li>Corporate Law</li> <li>Finance 2</li> <li>Management Accounting 1</li> <li>Taxation 2</li> <li>Ethics and Governance</li> <li>Financial Accounting &amp; Reporting 3</li> <li>Financial Accounting &amp; Reporting 4</li> <li>Audit 1</li> <li>Accounting Information Systems</li> <li>Management Accounting 2</li> <li>Elective 1</li> <li>Elective 2</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Integrated Case Study</li> <li>Analytics for Accounting</li> <li>Financial Accounting &amp; Reporting 5</li> <li>Audit 2</li> <li>U3</li> <li>Elective 3</li> <li>Elective 4</li> <li>Accounting Internship</li> </ul>
<b>ELECTIVE COURSES</b>	Choose any 4 from below : • Tax Compliance (ICAEW) • Business Planning – Taxation (ICAEW) • Advanced Financial Accounting & Reporting (ICAEW) • Forensic Accounting • Enterprise Resource Planning (ERP) System • Global Business Service • Small Business Management • Social Media Marketing • Digital Economy • Money Banking • Event Marketing • Open electives from other faculties **The elective modules listed are indicated and may change in future intake as part of ongoing program enhancement.	
<b>UNIVERSITY COURSES</b>	<ul style="list-style-type: none"> <li>Character Building</li> <li>Fundamentals of Digital Competence with Basic Programming</li> <li>Sustainable Society</li> </ul>	
<b>Mata Pelajaran Umum (MPU)</b>	U1, U2, U3, U4 *Refer program structure	

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

## BACHELOR IN ANALYTICAL ECONOMICS (HONOURS)

(R3/0311/6/0015) 02/27 (A7921)

The Bachelor in Analytical Economics (Honours) equips students with skills in economic theories, data analysis, forecasting, and policy-making, opening doors to diverse career opportunities. Students gain the skills to construct and apply econometric models for in-depth analysis and informed decision making. With strong training in quantitative methods, programming and analytical thinking, graduates are ready to thrive in a data-driven, business-focused world.

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

### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Accounting for Decision Making</li> <li>Econometrics</li> <li>English for Business Communication</li> <li>Fundamentals of Marketing</li> <li>Macroeconomics</li> <li>Management</li> <li>Management Information System</li> <li>Managerial Statistics</li> <li>Microeconomics</li> <li>Organisational Behaviour</li> <li>Principles of Finance</li> </ul>	<ul style="list-style-type: none"> <li>Business &amp; Society</li> <li>Business Analytics</li> <li>Entrepreneurship</li> <li>Global Management</li> <li>Human Resource Management</li> <li>Intermediate Macroeconomics</li> <li>Intermediate Microeconomics</li> <li>International Economics</li> <li>Mathematics for Economics</li> <li>Multivariate Data Analysis</li> <li>Research Methodology</li> <li>Seminar in Analytical Economics</li> </ul>	<ul style="list-style-type: none"> <li>Business Modelling and Simulation</li> <li>Econometric Modelling and Forecasting</li> <li>Production and Operations Management</li> <li>Research Project I</li> <li>Research Project II</li> <li>Strategic Management</li> <li>Industrial Training</li> </ul>
<b>ELECTIVE COURSES</b>	<p>Choose any 4 from below.</p> <ul style="list-style-type: none"> <li>Global Business Services</li> <li>Digital Transformation Technologies</li> <li>Small Business Management</li> <li>Social Media Marketing</li> <li>Event Marketing</li> <li>Labour Economics</li> <li>Open electives from other faculties</li> </ul> <p>**The elective modules listed are indicated and may change in future intake as part of ongoing programme enhancement.</p>	
<b>UNIVERSITY COURSES</b>	<ul style="list-style-type: none"> <li>Character Building</li> <li>Fundamentals of Digital Competence with Basic Programming</li> <li>Sustainable Society</li> </ul>	
<b>Mata Pelajaran Umum (MPU)</b>	<p>U1, U2, U3, U4</p> <p>*Refer programme structure</p>	

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

## BACHELOR IN FINANCE (HONOURS)

(R3/0412/6/0105) 06/29 (A10480)

Financial expertise is essential in today's complex and evolving business landscape. The Bachelor in Finance (Hons.) equips students with comprehensive financial knowledge, strong analytical abilities, and practical industry exposure to excel in global markets and digitally driven financial environments.

This three-year programme integrates academic rigour with hands-on learning to develop a critical mindset, advanced financial competencies, and confident decision-making skills. Experiential learning is embedded throughout the curriculum and strengthened through industrial engagement, practical training, and the use of professional financial tools and databases such as Bloomberg. Graduates are well-prepared to navigate the demands of a rapidly changing global economy and the dynamic FinTech industry.

As part of the CFA University Affiliation Programme (CFA-UAP), this programme closely aligns with the CFA Institute's globally recognised curriculum. This ensures high academic quality and industry relevance while giving students a significant advantage on their pathway toward earning the prestigious CFA charter.

### Professional Recognition & Exemptions

- Direct Entry to Level 2 AICB Certification Programmes (Asian Institute of Chartered Bankers)
- Eligible to sit for the CFA Level I examination in Trimester 6
- Eligible to sit for the CFA Level II examination in Trimester 9

**Career Prospects:** Banking and financial services, insurance and risk assessment, corporate finance, investment and portfolio management, financial planning and consultancy, financial analysis, Treasury operations, education, international trade and roles within the manufacturing sectors.

### PROGRAMME STRUCTURE

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

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

## BACHELOR IN BUSINESS MANAGEMENT (HONOURS)

(R3/0414/6/0155) 06/29 (A5316)

Step into the world of business with a programme that builds future-ready professionals. This programme combines essential business knowledge with digital skills, leadership development, and real-world industry exposure to prepare students for today's fast-changing business landscape. From marketing, finance, and entrepreneurship to business analytics, digital marketing, and strategic management, students will gain the confidence and competence needed to thrive in diverse career pathways.

With a strong focus on innovation, practical learning, and industrial training, this programme helps students grow into adaptable, capable, and industry-ready graduates. It is an ideal choice for those who aspire to lead, manage, and create impact in the business world.

**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>Digital Transformation Technologies</li> <li>Psychology</li> <li>Management Decision Science</li> <li>Management</li> <li>Fundamentals of Marketing</li> <li>Fundamentals of Economics</li> <li>Accounting for Decision Making</li> <li>Principle of Finance</li> <li>Managerial Statistics</li> <li>English for Business Communication</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Marketing</li> <li>Research Methodology</li> <li>Business Law</li> <li>Organisational Theory and Design</li> <li>Management Information System</li> <li>Human Resource Management</li> <li>Global Management</li> <li>Organisational Behaviour</li> <li>Production and Operations Management</li> <li>Business &amp; Society</li> <li>Entrepreneurship</li> <li>Business Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Management of Technology and Innovation</li> <li>Project Management</li> <li>TQM for Managers</li> <li>Organisational Change and Innovation Management</li> <li>Digital Marketing</li> <li>Leadership</li> <li>Industrial Training</li> </ul>
<b>ELECTIVE COURSES</b>	Choose any 4 from below : • Labour Economics • Product Planning and Management • Retirement Planning • Global Marketing • Social Media Marketing • Event Marketing • Small Business Management • Environmental and Resource Economics • Open electives from other faculties **The elective modules listed are indicated and may change in future intake as part of ongoing programme enhancement.	
<b>UNIVERSITY COURSES</b>	• Character Building • Fundamentals of Digital Competence with Basic Programming • Sustainable Society	
<b>Mata Pelajaran Umum (MPU)</b>	U1, U2, U3, U4 *Refer programme structure	

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

## BACHELOR IN MARKETING (HONOURS)

(R3/0415/6/0028) 09/29 (A5315)

This specialised degree programme emphasises both conventional marketing theories and digital applications which are required by most industries in the market today. Students that complete this programme 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 programme 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 programme will attain through the numerous presentations and practical applications that are embedded in this programme.

**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
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Accounting for Decision Making</li> <li>Principles of Finance</li> <li>Organisational Behaviour</li> <li>Fundamentals of Marketing</li> <li>Managerial Statistics</li> <li>Management</li> <li>English for Business Communication</li> <li>Fundamentals of Economics</li> <li>Retail Marketing</li> <li>Sales &amp; Professional Business Marketing</li> <li>U1</li> <li>U3</li> </ul>	<ul style="list-style-type: none"> <li>Business &amp; Society</li> <li>Business Analytics</li> <li>Management Information System</li> <li>Human Resource Management</li> <li>Entrepreneurship</li> <li>Business to Business Marketing</li> <li>Strategic Marketing</li> <li>Product Planning and Management</li> <li>Consumer Behaviour</li> <li>Event Marketing</li> <li>Integrated Marketing Communications</li> <li>Services Marketing</li> <li>Global Marketing</li> <li>Marketing Research</li> <li>Social and Sustainability Marketing</li> <li>U2</li> <li>U4</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Brand Management</li> <li>Social Media Marketing</li> <li>Capstone Project</li> <li>Technology and Innovation Marketing</li> <li>Mobile User Experience Design</li> <li>Strategic Content Marketing</li> <li>Digital Marketing</li> <li>Industrial Training</li> <li>U1</li> </ul>
<b>UNIVERSITY COURSES</b>	*Character Building *Fundamentals of Digital Competence with Basic Programming *Sustainable Society	
<b>Mata Pelajaran Umum (MPU)</b>	U1, U2, U3, U4 *Refer programme structure	

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



## BACHELOR IN DIGITAL ENTERPRISE MANAGEMENT (HONOURS)

(R/0414/6/0433) 05/27 (MQA/SWA8844)

This innovative programme integrates management and information technology to equip students with future-ready expertise for evolving business and industry demands. It is designed to prepare graduates for an increasingly technology-driven world by developing critical knowledge and practical skills in enterprise resource planning (ERP), data analytics, machine learning, and digital transformation strategies.

The programme offers SAP Certified courses and builds industry-ready digital and enterprise capabilities through a hands-on, team-based learning approach. Students gain practical experience in SAP ERP systems, Python programming, SQL, and Power BI, enabling them to analyse data, support decision-making, and solve real business problems. With SAP used by nearly 90% of the world's largest organisations, graduates are well positioned to enter the workforce with in-demand technical competencies, strong analytical capabilities, and the confidence to contribute effectively from day one.

**Career Prospects:** Business Analyst, ERP Consultant, Data Analyst, Business Intelligence Analyst, Digital Transformation Executive, Business Process Consultant, IT Consultant, and Database Administrator.

### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Accounting for Decision Making</li> <li>Managerial Statistics</li> <li>Fundamentals of Economics</li> <li>Fundamentals of Marketing Management</li> <li>English for Business Communication</li> <li>Principles of Finance</li> <li>Database Management System</li> <li>Elective 1</li> </ul>	<ul style="list-style-type: none"> <li>Human Resource Management</li> <li>Business &amp; Society</li> <li>Organisational Behaviour</li> <li>Business Analytics</li> <li>Productions and Operations Management</li> <li>Entrepreneurship</li> <li>Management Information System</li> <li>Multivariate Data Analysis</li> <li>Research Methodology</li> <li>Introduction to Data Analysis</li> <li>ERP Financial Information System, S&amp;D</li> <li>ERP Material Management</li> <li>Global Management</li> <li>Elective 2</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Systems Analysis and Design</li> <li>Data Analytics using Machine Learning Techniques</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>
<b>ELECTIVES COURSES</b>	Choose any 4 from below : • Global Business Services • Digital Transformation Technologies • Small Business Management • Social Media Marketing • Event Marketing • Labour Economics • Open electives from other faculties **The elective modules listed are indicated and may change in future intake as part of ongoing programme enhancement.	
<b>UNIVERSITY COURSES</b>	• Character Building • Fundamentals of Digital Competence with Basic Programming • Sustainable Society	
<b>Mata Pelajaran Umum (MPU)</b>	U1, U2, U3, U4 *Refer programme structure	

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

## BACHELOR IN MANAGEMENT (HONOURS) 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 in Management (Honours) 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
<b>CORE</b>				
<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>
<b>ELECTIVES COURSES</b>	Choose any 5 from below: • Training & Development • Service Marketing • Marketing Strategy • Labour Economics • Recruitment & Selection • Compensation & Benefit • Sales Management • Marketing Communication			
<b>UNIVERSITY COURSES</b>	Fundamentals of Digital Competence with Basic Programming			
<b>Mata Pelajaran Umum (MPU)</b>	U1, U2, U3, U4 *Refer programme structure			

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



## DIPLOMA IN FINANCE

(R/0412/4/0002) 05/29 (MQA/SWA11998)

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

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

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



## DIPLOMA IN MANAGEMENT

(R/0414/4/0066) 05/29 (MQA/SWA12185)

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

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

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 business education and research, with a rigorous academic approach designed to produce innovative graduates who are well equipped to drive positive changes in society.

## FOUNDATION IN BUSINESS

(R3/010/3/0452) 03/27 (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

Trimester 1	Trimester 2	Trimester 3
<ul style="list-style-type: none"> <li>Essentials of Economics</li> <li>Fundamentals of Business Management</li> <li>Introduction to Financial Accounting</li> <li>Fundamentals of Quantitative Analysis</li> <li>Communicative English</li> </ul>	<ul style="list-style-type: none"> <li>Marketing in the Digital Age</li> <li>Essential English</li> <li>Computer Applications</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Cost and Management Accounting</li> <li>Legal Foundation for Business</li> <li>Personal Finance</li> <li>Academic English</li> <li>Critical Thinking</li> <li>Group Dynamics</li> </ul>

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

## BACHELOR IN ACCOUNTING (HONOURS)

(R3/0411/6/0072) 03/29 (MQA/FA2052)

Accounting is the language of business, and accountants help business leaders make smart financial decisions. The Bachelor in Accounting (Hons) is a three-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, including digital and entrepreneurial skills. The programme is infused with A'adab®, or the values expected when one is dealing with others and the environment, which is introduced in the Halatuju 4 Programme Perakaunan published by Malaysian Institute of Accountants. The programme was designed to provide the breadth of knowledge relevant to the discipline and also impart significant values upheld by the accounting profession. The programme has also received exemptions from the following professional bodies:

- Institute of Chartered Accountants in England and Wales (ICAEW)
- Chartered Institute of Management Accountants (CIMA)
- Association of Chartered Certified Accountants (ACCA)
- Certified Practising Accountants (CPA Australia)
- Malaysian Institute of Certified Public Accountants (MICPA)
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)
- Chartered Tax Institute of Malaysia (CTIM)

**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
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Finance 1</li> <li>Statistics for Accounting</li> <li>Financial Accounting &amp; Reporting 1</li> <li>Economics</li> <li>Business Law</li> <li>Financial Accounting &amp; Reporting 2</li> <li>Taxation 1</li> <li>English for Business Communication</li> <li>U1</li> <li>U2</li> <li>U4</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Management</li> <li>Corporate Law</li> <li>Finance 2</li> <li>Management Accounting 1</li> <li>Taxation 2</li> <li>Ethics and Governance</li> <li>Financial Accounting &amp; Reporting 3</li> <li>Financial Accounting &amp; Reporting 4</li> <li>Audit 1</li> <li>Accounting Information Systems</li> <li>Management Accounting 2</li> <li>Elective 1</li> <li>Elective 2</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Integrated Case Study</li> <li>Analytics for Accounting</li> <li>Financial Accounting &amp; Reporting 5</li> <li>Audit 2</li> <li>U3</li> <li>Elective 3</li> <li>Elective 4</li> <li>Accounting Internship</li> </ul>
<b>ELECTIVE COURSES</b> <ul style="list-style-type: none"> <li>Fundamental Case Study (ICAEW) • Assurance, Risk &amp; Reporting (ICAEW) • Corporate Reporting, Data &amp; Assurance (ICAEW)</li> <li>Tax Compliance and Planning (ICAEW) • Forensic Accounting • Enterprise Resource Planning (ERP) Systems</li> <li>Global Business Services • Digital Transformation Technologies • Small Business Management • Social Media Marketing</li> <li>Digital Economy • Money &amp; Banking • Event Marketing</li> </ul> <p><i>**The elective modules listed are indicative and may change in future takes as part of ongoing programme enhancement</i></p>		
<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 (Local students) / Bahasa Melayu Komunikasi 2 (International students)</li> <li>Bahasa Kebangsaan A / U2 courses</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 (HONOURS) (BANKING AND FINANCE)

(R4/0414/6/0348) 05/31 (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 Programme 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
<b>CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING</b>		
<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> <li>Money and Banking</li> </ul>	<ul style="list-style-type: none"> <li>Introductory Macroeconomics</li> <li>Quality and Operations Management</li> <li>Data Analytics and Business Intelligence</li> <li>Selling and Sales Management OR Understanding Consumer</li> <li>Business Application Development</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 OR Artificial Intelligence in Business</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>
<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 / U2 courses</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 IN BUSINESS ADMINISTRATION (HONOURS) (HUMAN RESOURCE MANAGEMENT)

(R3/0414/6/0196) 08/29 (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
<b>CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING</b>		
<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 and Business Intelligence</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 Artificial Intelligence in Business</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>
<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 / U2 courses</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 (HONOURS) (INTERNATIONAL BUSINESS)

(R3/0414/6/0361) 03/27 (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 programmes, and opportunities for work placements at multinational corporations and industry-related research projects. By incorporating various industry-related activities, this programme 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 programme, 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
<b>CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING</b>		
<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 and Business Intelligence</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 Artificial Intelligence in Business</li> <li>• Supply Chain Management</li> <li>• International Business Research Project</li> <li>• Business Application 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 / U2 courses</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 IN BUSINESS ADMINISTRATION (HONOURS) (MARKETING MANAGEMENT)

(R3/0414/6/0191) 06/29 (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
<b>CORE/SPECIALISATION COURSES/INDUSTRIAL TRAINING</b>		
<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 and Business Intelligence</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</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 Artificial Intelligence in Business</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>
<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 / U2 courses</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 (HONOURS) DIGITAL BUSINESS MANAGEMENT

(R3/0414/6/1050) 06/27 (A7961)

Bachelor of Business Administration (Hons.) Digital Business Management programme is crucial to succeed in the future artificial intelligence driven workforce. This programme equips students with essential IT, business, marketing and management skills in shaping strategic direction for digital business transformation. Students are exposed to essential business analytics skills which are crucial for making rapid and accurate decisions in a hyper-competitive digital business world. This programme allows students to be exposed to cutting-edge web and mobile technologies to gain competitive advantage from artificial intelligence driven digitalization wave.

This programme offers courses that are SAP-certified, Microsoft-certified, ISACA-Certified and PeopleCert-Certified. ISACA certification is enhanced credibility and trust in Information system governance, Artificial intelligence, and cybersecurity expertise. PeopleCert certification is global recognition of data science professional competence. SAP is a world-recognised 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.

Students would be guided by industry practitioners to solve problems that digital companies face. Through industrial attachment, industry-based assignments and industrial final year projects, students would be well prepared for better communication with business correspondence. Upon graduation, students of this programme would be able to play a significant role in decision making to develop strategic digital business practices, redesign and streamline digital business management processes for the digital transformation of the organizations.

**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.*

## PROGRAMME STRUCTURE

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>Cyber Security</li> <li>Introductory Macroeconomics</li> <li>Business Risk Management</li> <li>Business Research Methods</li> <li>Product and Service Marketing OR Artificial Intelligence in Business</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 / U2 courses</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.

# DIPLOMA IN BUSINESS ADMINISTRATION

(R3/0414/4/0398) 08/27 (A7819)

This programme is designed to equip students with a comprehensive understanding of key business concepts and skills, preparing them for a wide range of roles within the business world. Within the two years programme, it provides students with a solid foundation in core business principles, including finance, marketing, management, economics and information technology.

Throughout the programme, students also gain hands-on experience through case studies, projects, and simulations, allowing them to apply theoretical concepts to real-world business scenarios. This practical approach enhances their problem-solving and decision-making skills. The curriculum provided is designed to align with current industry trends and demands, ensuring that students acquire skills that are highly relevant to today's dynamic business environment.

While Industrial Training is an optional opportunity for students, it undoubtedly offers them the chance to apply their skills in a real-world setting. This experience unquestionably sets them apart in the job market.

The programme often facilitates networking events, workshops, and guest lectures by industry leaders. Building connections within the business community is crucial for future career opportunities, and these events provide a platform for students to interact with professionals.

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.)

## PROGRAMME STRUCTURE

Year 1	Year 2
<b>CORE COURSES</b>	
<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>
<b>ELECTIVE COURSES/ INDUSTRIAL TRAINING</b>	<ul style="list-style-type: none"> <li>Digital Personal Branding &amp; Professionalism</li> <li>Introduction to Event Management</li> <li>Industrial Training</li> </ul>
<b>UNIVERSITY COURSES</b>	<ul style="list-style-type: none"> <li>U1 – Philosophy and Current Issues/ Bahasa Melayu Komunikasi 1 (International)</li> <li>U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A</li> <li>U3 – Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia</li> <li>U4 – Personal Social Responsibility</li> <li>Character Building</li> <li>Sustainable Society</li> </ul>

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



## DIPLLOMA IN ACCOUNTING

(R3/0411/4/0146) 06/30 (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
<b>CORE COURSES</b>	
<ul style="list-style-type: none"> <li>• Management</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>• 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>• Introductory Macroeconomics</li> <li>• Principles of Business Law</li> </ul>	<ul style="list-style-type: none"> <li>• Managing Human Resources</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 Company Law</li> <li>• Introduction to Organisational Behaviour</li> <li>• Principles of Finance</li> <li>• Fundamentals of Marketing</li> <li>• Computerised Accounting Information System</li> </ul>
<b>INDUSTRIAL TRAINING (optional)</b>	
<ul style="list-style-type: none"> <li>• Industrial Training Or • Electronic Business, and • Fundamental of Entrepreneurship</li> </ul>	
<b>UNIVERSITY COURSES</b>	
<ul style="list-style-type: none"> <li>U1 – Philosophy and Current Issues/ Bahasa Melayu Komunikasi 1 (International)</li> <li>U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A</li> <li>U3 – Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia</li> <li>U4 – Personal Social Responsibility</li> <li>• Character Building</li> <li>• Sustainable Society</li> </ul>	

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

## DIPLLOMA IN DIGITAL BUSINESS

(R/0414/4/0384) 01/31 (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
<b>CORE COURSES</b>	
<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>• 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>
<b>ELECTIVE COURSES</b>	
<ul style="list-style-type: none"> <li>• Innovation and Design Thinking • Introduction to Event Management • Digital Personal Branding &amp; Professionalism • Introduction to Industry 4.0.</li> </ul>	
<b>UNIVERSITY COURSES</b>	
<ul style="list-style-type: none"> <li>U1 – Philosophy and Current Issues/ Bahasa Melayu Komunikasi 1 (International)</li> <li>U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A</li> <li>U3 – Introduction to Cultural Practices in Malaysia/ Family and Society in Malaysia</li> <li>U4 – Personal Social Responsibility</li> <li>• Character Building</li> <li>• Sustainable Society</li> </ul>	

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



## ENTRY REQUIREMENTS

Campus	Programme	Minimum Entry Requirements
MELAKA CYBERJAYA	<b>Foundation</b> • Foundation in Business • Foundation in Management	I. Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least five (5) subjects, inclusive of English; OR II. Pass UEC with a minimum of Grade B in at least three (3) subjects inclusive of English OR a minimum of Grade C in English at SPM/O-Level or its equivalent. <b>Additional Requirement to pursue Bachelor of Accounting (Honours), Bachelor of Finance (Hons) and Bachelor of Financial Engineering (Hons):</b> A Credit in Mathematics at SPM Level or its equivalent.
MELAKA CYBERJAYA	<b>Diploma</b> • Diploma in Business Administration • Diploma in Digital Business • Diploma in Management	I. Pass SPM/O-Level or its equivalent with a minimum of Credit in at least three (3) subjects, and at least a Pass in English; OR II. Pass STPM or its equivalent with a minimum of Grade C (GP 2.00) in any subject AND a Pass in English at SPM Level or its equivalent; OR III. Pass STAM with a minimum Grade of Maqbul (Pass) AND a Pass in English at SPM Level or its equivalent; OR IV. Pass UEC with a minimum of Grade B in at least three (3) subjects and at least a Pass in English; OR V. Pass SKM (Level 3, MQF) in a related field; OR VI. A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00. OR VII. Possess an APEL.A certificate from MQA for admission into Diploma programmes. <i>Note:</i> Upon completing the diploma programme, students who intend to pursue their studies in MMU will need to meet the entry requirements of the bachelor's degree programme of their choice.
CYBERJAYA	<b>Diploma</b> • Diploma in Finance	I. Pass SPM / O-Level or its equivalent with at least Credits in 3 subjects including Mathematics and a Pass in English; OR II. Pass STPM or its equivalent with a minimum of Grade C (GP 2.00) in any subject AND a Credit in Mathematics and a Pass in English at SPM Level or its equivalent; OR III. Pass STAM with a minimum Grade of Maqbul (Pass) AND a Credit in Mathematics and a Pass in English at SPM Level or its equivalent; OR IV. Pass UEC with a minimum of Grade B in at least three (3) subjects including Mathematics and at least a Pass in English; OR V. Pass SKM Level 3 in a related field AND Pass SPM with a Credit in Mathematics and a Pass in English; OR VI. Any Certificate in Finance, Banking, Insurance or related field (Level 3, MQF) with a minimum CGPA of 2.00 out of 4.00. OR VII. Possess an APEL.A certificate from MQA for admission into Diploma programmes. <i>Note:</i> Candidates without a Credit in Mathematics and a Pass in English at SPM Level may be admitted if the qualification contains subjects in Mathematics and English and the achievement is higher or equivalent to the requirement of the subject at SPM Level. <i>Upon completing the diploma programme, students who intend to pursue their studies in MMU will need to meet the entry requirements of the bachelor's degree programme of their choice.</i>
MELAKA	<b>Diploma</b> • Diploma in Accounting	I. Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects inclusive of Mathematics and a Pass in English; OR II. Pass STPM or its equivalent with a minimum of Grade C (GP 2.00) in any subject AND a Credit in Mathematics and a Pass in English at SPM Level or its equivalent; OR III. Pass STAM with a minimum Grade of Maqbul (Pass) AND a Credit in Mathematics and a Pass in English at SPM Level or its equivalent; OR IV. Pass UEC with a minimum of Grade B in at least three (3) subjects inclusive of Mathematics and a Pass in English; OR V. Pass SKM Level 3 in a related field (Candidates without Mathematics can be admitted subject to a thorough rigorous assessment to determine their competencies in Mathematics that are equivalent to SPM level); OR VI. A certificate or its equivalent in a related field with at least a CGPA of 2.00; OR VII. Possess an APEL.A certificate from MQA for admission into Diploma programmes. <i>Note:</i> Candidates with a pass in Mathematics at the SPM level (or Mathematics equivalent to SPM) may be admitted if their admission qualification contains Mathematics subject(s) equivalent to Mathematics at the SPM level. <i>Candidates with a pass in Mathematics at SPM level (or Mathematics equivalent to SPM) and without a Mathematics subject in their admission qualification need to take and pass the enhancement Mathematics subject that equivalent to the SPM level. The enhancement Mathematics subject must be offered in first semester or before enrolment with unconditional offer.</i> <i>Candidates with a credit in Accounting related subject(s) at the SPM level (or equivalent to SPM level) may be given preferential consideration.</i> <i>Upon completing the diploma programme, students who intend to pursue their studies in MMU will need to meet the entry requirements of the bachelor's degree programme of their choice.</i> <b>English Competency for International Student:</b> Achieve a minimum of BAND 3 in MUET or equivalent to CEFR (Mid B1).

## ENTRY REQUIREMENTS

Campus	Programme	Minimum Entry Requirements
MELAKA CYBERJAYA	<b>Bachelor</b> • Bachelor in Business Administration (Honours) (Human Resource Management) • Bachelor in Business Administration (Honours) (Marketing Management) • Bachelor of Business Administration (Hons) International Business • Bachelor of Business Administration (Hons) Banking and Finance • Bachelor of Business Administration (Hons) Digital Business Management  • Bachelor in Business Management (Honours) • Bachelor in Marketing (Honours) • Bachelor in Analytical Economics (Honours) • Bachelor in Digital Enterprise Management (Honours)  OPEN AND DISTANCE LEARNING (ODL) • Bachelor in Management (Honours) • Bachelor of Management (Hons) Marketing Management • Bachelor of Management (Hons) Human Resource Management	I. Pass Foundation/ Matriculation studies with at least CGPA of 2.00 from a recognised institution; OR II. Pass STPM or its equivalent with a minimum of Grade C (GP 2.00) in any two (2) subjects AND a Pass in Mathematics and English at SPM Level or its equivalent; OR III. Pass A-Level with a minimum of Grade D in any two (2) subjects AND a Pass in Mathematics and English at SPM Level or its equivalent.; OR IV. Pass STAM with a minimum of Grade Jayyid (Good) in two (2) subjects AND a Pass in Mathematic and English at SPM or its equivalent; OR V. Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of English OR a minimum of Grade C in SPM/O-Level English or equivalent; <b>For Bachelor in Digital Enterprise Management (Honours) :</b> Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of Mathematics and English OR a minimum of Grade C in Mathematics and English at SPM/O-Level or equivalent; OR VI. Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF) with at least CGPA of 2.00; OR VII. Pass DKM/DLKM/DVM with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 MUST have at least two (2) years of work experience in the related field.* OR VIII. Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit <a href="https://www.mmu.edu.my/apel-a/">https://www.mmu.edu.my/apel-a/</a> <i>Note:</i> <i>The requirement to Pass Mathematics and English Subjects at SPM Level can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.</i> <i>Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.</i> <i>Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.</i> <i>(English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)</i> <i>*DKM/DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement.</i>
CYBERJAYA & MELAKA	<b>Bachelor</b> • Bachelor in Accounting (Honours)	I. A pass in Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50; OR II. A pass in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent, with a minimum of Grade C+ (GP 2.33) in two subjects; OR III. A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid (good); OR IV. Pass A-Level with a minimum of Grade D in 2 subjects; OR V. A pass in Diploma (Level 4, MQF) with minimum of CGPA of 2.50; OR VI. Diploma in Accounting fields (Level 4, MQF) or equivalent with a minimum CGPA of 2.50. Candidates with a CGPA below 2.50 but more than 2.00 may be admitted subject to a thorough rigorous assessment; OR VII. Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) in Accounting fields with a minimum CGPA of 2.50 subjected to HEP Senate / Academic Board's approval*; OR VIII. Diploma Lanjutan Kemahiran Malaysia (DLKM) in Accounting fields with a minimum CGPA of 2.50 subjected to HEP Senate / Academic Board's approval*; OR IX. Possess an Advanced Diploma (Level 5, MQF) in accounting or related field with a least a CGPA of 2.50; OR X. Other relevant and equivalent qualifications recognised by the Malaysian Government; OR XI. Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of Mathematics and English; OR XII. Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit <a href="https://www.mmu.edu.my/apel-a/">https://www.mmu.edu.my/apel-a/</a> AND i. Credit in Mathematics at SPM level or its equivalent AND ii. Pass in English at SPM Level or a minimum score of band 3 in MUET or equivalent**; OR iii. For international student, achieve a minimum of Band 3.5 in MUET or equivalent to CEFR (High B1) <i>Note:</i> <i>Candidates without credit in Mathematics at SPM level need to take and pass the enhancement Mathematics subject that equivalent to the SPM level. The enhancement Mathematics subject must be offered in first semester or before enrolment with unconditional offer.</i> <i>Those without a pass in English at the SPM level or equivalent can be admitted but are required to attend special enhancement course(s). Students must pass the English enhancement courses as a prerequisite to related core courses taught in English.</i> <i>Enhancement Mathematics and English can contribute to the overall graduating credit.</i> <i>Students from Matriculation / Foundation or its equivalent can be exempted from taking enhancement Mathematics and English, provided that the Mathematics and English offered at that programme level is equivalent / more than the Mathematics and English offered at an SPM level.</i> <i>A credit in Mathematics and pass in English at the SPM level or equivalent qualifications can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.</i> <i>*DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement.</i> <i>**Malaysian students using English as the medium of instruction in their previous study can be exempted from a pass in the English requirement.</i>
CYBERJAYA	<b>Bachelor</b> • Bachelor in Finance (Honours)	I. Pass Foundation/Matriculation studies 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 its equivalent; OR II. Pass STPM or its equivalent with a minimum Grade C+ (GP 2.33) in 2 subjects AND a Credit in Mathematics AND a Pass in English at SPM Level or its equivalent; OR III. Pass A-Level with a minimum of Grade D in 2 subjects AND a Credit in Mathematics AND a Pass in English at SPM Level or its equivalent; OR IV. Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of Mathematics and English; OR V. Pass STAM with a minimum Grade Jayyid (Good) in 2 subjects AND a Credit in Mathematic AND a Pass in English at SPM Level or its equivalent; OR VI. Any qualification equivalent to Diploma in Finance, Banking, Insurance or related field (Level 4, MQF) with a minimum CGPA of 2.50 out of 4.00. OR VII. Pass DKM /DLKM/DVM with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 MUST have at least two (2) years of work experience in the related field.* OR VIII. Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit <a href="https://www.mmu.edu.my/apel-a/">https://www.mmu.edu.my/apel-a/</a> <i>Note:</i> <i>The Credit requirement for Mathematics and Pass in English at SPM Level for candidate in category (i), (ii), (iii) and (v) can be waived should the qualifications contain Mathematics and English subjects with equivalent higher achievement.</i> <i>*DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement.</i>





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