

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (Hons) (R/340/6/0458) 04/18

Bachelor of Business Administration (BBA) is designed to provide students with the knowledge, skills and competencies required to excel as managers and executives in the challenging world of business administration and management. The programme is approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.



Learning Outcomes

- Enhance practical knowledge and associated critical thinking skills.
- Provide a strong platform in the study of business through a core curriculum of management, information systems, marketing, law, finance, accounting, economics and business strategy.
- Provide the opportunity to pursue interesting specialisations in areas of choice i.e. Marketing & E-Commerce, Accounting & Finance and Business Information Systems.
- Graduates will acquire the latest knowledge in business analysis, entrepreneurial/small business management, international business management, business information system and marketing.

Entry Requirements

NORMAL ENTRY

For Malaysian Students:

- STPM or its equivalent with at least C Grade in 2 subjects; OR
- Matriculation/Foundation with at least CGPA 2.00; OR
- International Baccalaureate (IB) with at least 24 points; OR
- 'A' Level with at least C grade in 3 subjects; OR
- Diploma with at least CGPA 2.00; OR

For International Students:

- A recognised university entrance qualification such as 'A' level / University Foundation / Matriculation / Diploma or equivalent
- English Language Proficiency equivalent to IELTS of 5.5 or TOEFL score of 550 or
 - Cambridge English: Advanced (CAE) or
 - Cambridge English: Proficiency (CPE) or
 - Cambridge First English (CFE) or
 - Pearson Test of English (PTE) or
 - Malaysian University English Test (MUET)

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (**APEL**) Entry Requirements

- 21 years of age as of 1st January in the year of application
- Possess relevant work experience
- Passed APEL assessment

Core

1. Principles of Management
2. Business Mathematics
3. Office Application Software
4. Introduction to Financial Accounting
5. Principles of Marketing
6. Business Statistics
7. Microeconomics
8. Introduction to Finance
9. Human Resources Management
10. Macroeconomics
11. Organisational Behaviour
12. Operations Management
13. Business Law
14. Management Information System
15. International Business
16. Business Research Method
17. Strategic Management

Specialisations (Choose 1 only)

A) Marketing and E-Commerce

1. Marketing Management
2. Integrated Marketing Communication
3. Customer Relationship Management
4. Internet Marketing
5. Advertising and Direct Marketing
6. Consumer Behaviour
7. International Marketing
8. Introduction to E-Commerce
9. Intermediate to E-Commerce
10. E-Advertising

B) Accounting and Finance

1. Islamic Financial System
2. Cost Accounting
3. Corporate Finance
4. Investment Analysis
5. Financial Accounting and Reporting
6. Management Accounting
7. Auditing
8. Principles of Taxation
9. Financial Markets and Institutions
10. International Finance

C) Business Information System*

1. Fundamental Concepts of ICT
2. Ethics and Law in ICT
3. Information Systems Analysis and Design
4. The Internet and World Wide Web (WWW)
5. Data Warehousing
6. Decision Support Systems
7. Accounting Information System
8. IS Audit and Control
9. IS Strategic Planning
10. IS Project Management

* Will be offered subject to availability

Elective Subjects (Choose 4 only)

1. Service Quality Management
2. Business Communication
3. Event Management
4. Record Management
5. Project Management AND

Industrial Training or Project Paper

General

Applicable to Malaysian Students only

1. Islamic and Asian Civilisations
2. Ethnic Relations
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students (in Malaysia) only

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project
4. Malaysian Studies 3
5. Malay Language for Communication 2

University Compulsory

1. Information Literacy and Research Skills
2. Entrepreneurship in Asia
3. Asian Studies

PROGRAMME FACTS

Full-Time		Part-Time	✓
Fully Online	✓	Blended Learning	✓
Duration	4 years and 1 semester		
No. of Semesters	14 (1 semester is 4 months)		
No. of Subjects	39 + Industrial Training or Project Paper		
Frequency of Tutorials	Once a month - Saturday & Sunday with 3 tutorials per subject		
Assessment	Assignments (2)	60%	
	Examination	40%	

FINANCIAL INCENTIVES AND AIDS*

For Malaysian and international students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students only:

- 10% discount on tuition fee for full payment of semester fees
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance
- RM7,000 personal income tax relief

*Terms and conditions apply

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