

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (Hons)

(R2-DL/0410/6/0015) (04/25) (A9101) - ODL
(N/0414/6/0279) (08/29) (MQA/PA17642) - CVL



PROGRAMME OVERVIEW

This future-focused programme blends cutting-edge business knowledge, real-world management skills, and leadership development, ensuring you stand out in the global marketplace. With maximum flexibility and a global perspective, you'll be prepared to tackle complex challenges and seize new opportunities in the business world.

LEARNING OUTCOMES

- Assess in-depth theories and concepts in business administration.
- Apply in-depth and comprehensive business knowledge to manage complex problems in business organisations using different approaches.
- Organise task ethically and flexibly within business organisations.
- Demonstrate effective written and oral communication and collaborative skills with diverse stakeholders.
- Apply relevant digital skills in the workplace
- Analyse numerical and graphical data to assist decision- making in workplace.
- Demonstrate leadership skills and responsibility in managing business organisation.
- Identify self-improvement for academic and career development.
- Demonstrate broad entrepreneurship skills in resolving business problems.

PROGRAMME STRUCTURE

COMMON CORE SUBJECTS

- Principles of Accounting
- Principles of Management
- Principles of Marketing
- Principles of Finance
- Principles of Economics
- Business Law
- Human Resources Management
- Business Communication
- Organisational Behaviour
- Business Ethics and Corporate Governance
- Introduction to Information Systems and E-Commerce
- Operations Management
- International Business
- Business Analytics
- Strategic Management

DISCIPLINE CORE SUBJECTS

- Marketing Management and Strategy
- Logistics and Supply Chain

- Management
- Economics for Business
- Financial Management
- Talent Acquisition & Management
- Leadership and Organisational Development
- Project Management
- Sustainable Development
- International Trade
- Digital Business
- Entrepreneurship in the Digital Age
- Technology and Innovation Management
- Business Research Methods

INDUSTRIAL TRAINING OR PROJECT PAPER

ELECTIVE SUBJECTS

Choose one (1) elective area only

Marketing

- Product Development and Pricing Strategy
- Integrated Marketing Communication
- Strategic Marketing and Branding
- Marketing Research

Human Resource Management

- Managing Performance
- Planning and Staffing
- Compensation Management
- Human Resource Training and Development

GENERAL SUBJECTS

Malaysian Student

- Appreciation of Ethics & Civilization
- Philosophy and Current Issues
- Academic Writing
- Integrity and Anti-Corruption Course
- Social Responsibility Project

International Student

- Academic Writing
- Integrity and Anti-Corruption Course
- Social Responsibility Project
- Fundamentals of English Grammar
- The Web Economy
- Malay Language & Communication 2
- Philosophy and Current Issues

PROGRAMME DELIVERY

| Delivery Mode | Full-Time Study | Part-Time Study |
|--------------------------------|-----------------|------------------|
| Open & Distance Learning (ODL) | 3 years | 3 years 4 months |
| Conventional (CVL) | 3 years | 6 years |

ENTRY REQUIREMENTS

DIRECT ENTRY:

1. A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects*; OR
2. A pass in STAM with at least Grade Jayyid*; OR
3. Matriculation or Foundation with at least GPA of 2.00; OR
4. A Diploma (Level 4, MQF) with at least GPA of 2.00; OR
5. An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
6. A Diploma Kemahiran Malaysia (DKM) /Diploma Vokasional Malaysia (DVM) subjected to HEP Senate / Academic Board's approval***; OR
7. A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HEP Senate/Academic Board's approval***; OR
8. Other equivalent qualifications recognised by the Malaysian Government.

Note for (6) & (7): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme.

Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications (Refer to the Notes (*) below this table).

ELCR Band (International Students Only):

Achieve a minimum Band 3 in MUET OR equivalent to CEFR (Low B2)

APEL ENTRY

This applies to candidates who are:

- At least 21 years of age in the year of application
- Possess relevant working experience.

* Terms and conditions apply

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aeu.edu.my

Wisma Subang Jaya, 106,
Jalan SS15/4, Subang Jaya
47500, Selangor



ASIA e UNIVERSITY
+603-50223456 | 1-300-300-238
enquiries@aeu.edu.my / aeu.edu.my

**Information is accurate as of June 2025 and is subject to change without prior notice, if applicable.