

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (Hons)

(R2-DL/340/6/0458) (A9101) (04/25) FA



The programme is internationally benchmarked, approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency



Interactive learning activities, assignments, online discussions



Easy access to myPLS anytime, anywhere, any device



Access to the physical and digital library comprising of around 190,000 e-books, 95,000 e-journals, and 2.4 million e-theses titles accessible anywhere anytime

“AeU’s Bachelor of Business Administration programme offers the best fit for me without giving up my work. The once a month class was fun. I did not feel isolated studying off-campus. Instead I felt like I am studying in campus due to the available online learning materials and easy access to AeU’s friendly academic facilitators.”

Cristina binti Aladin

Student, Malaysia

Bachelor of Business Administration

Executive, YL Link Industries Sdn Bhd

The programme 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. It is a unique programme that integrates the fundamentals of business knowledge, business skills and management capabilities that will ensure our graduates to be most appreciated at the global workplace. The programme is aimed at maximum flexibility and to expose students to business from a global perspective.

LEARNING OUTCOMES

- Evaluate theories and concepts in business studies.
- Communicate creative and innovative ideas effectively.
- Apply critical thinking skills for decision making.
- Display innovative entrepreneurial skills.
- Demonstrate leadership, teamwork, communication and social skills in accordance with ethical and legal practices.
- Apply the skills and principles of lifelong learning in their academic and career development.

PROGRAMME STRUCTURE

CORE SUBJECTS

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 Resource 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

CONCENTRATION AREAS

Choose one (1) concentration area only

1. Marketing & E-Commerce
2. Accounting & Finance
3. Business Information System

ELECTIVE SUBJECTS

Choose four (4) elective subjects only

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

INDUSTRIAL TRAINING OR PROJECT PAPER

GENERAL SUBJECTS

(Malaysian Students only)

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

(International Students in Malaysia only)

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

(International Students Abroad Only)

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project
4. Fundamentals of English Grammar
5. The Web Economy

UNIVERSITY COMPULSORY SUBJECTS (UCS)

1. Information Literacy & Research Skills II
2. Entrepreneurship in Asia

Note: While the information published in this brochure was accurate at the time of publication, Asia e University reserves the right to alter, amend or delete details and other information published here. For the most up-to-date information please view our website at aeu.edu.my.

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PROGRAMME DELIVERY

LEARNING MODE	DURATION
PART-TIME Blended Learning 1. Face to Face Learning 2. Self-Managed Learning 3. Online Learning Fully Online Learning	4 years 4 months (14 semesters)

Frequency of Tutorials	Once a month Saturday & Sunday (3 Tutorial Per Subject)
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ASSESSMENT

Assignments 60%	Final Exam 40%
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ENTRY REQUIREMENTS

For Malaysian and International Students:

Regular Entry:

- STPM / 'A' Level or equivalent qualifications with minimum Grade C (CGPA 2.0) in two (2) subjects AND pass in Mathematic and English Language at SPM / 'O' Level or equivalent; OR
- Other recognised equivalent qualifications.

For Malaysian students only:

Flexible Entry

Accreditation of Prior Experiential Learning (APEL)

Entry Requirements:

- Minimum 21 years of age.
- Possess relevant working experience.

Minimum English Language Requirements for International Students:

- 5.5 for IELTS; OR its equivalent.

For more details, please visit

<https://aeu.edu.my/study/entry-pathway/>

FINANCIAL INCENTIVES & 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 is offered to students who pay in full their annual tuition fee in one payment
- 50% discount on tuition fee for senior citizens who are 60 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance

*Terms and conditions apply

FA: Full Accreditation