AeU
ASIA e UNIVERSITY

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

MALAYSIAN

The minimum entry requirements are as follows:

- STPM / A-Level or any 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
- STAM with minimum Grade Jayyid AND Pass in Mathematic and English Language at SPM / O-Level or any equivalent qualifications; OR
- A Diploma / Advanced Diploma OR any equivalent qualifications; OR
- A Matriculation / Foundation Programme or any equivalent qualifications with minimum CGPA of 2.00; OR
- UEC with minimum Grade B in five (5) subjects AND Pass in Mathematic and English Language; OR
- Other recognised equivalent qualifications

INTERNATIONAL

The minimum entry requirements are as follows:

- A-Level or any equivalent qualifications with minimum Grade C (CGPA 2.0) in two (2) subjects AND pass in Mathematic and English Language at O-Level or any equivalent qualifications; OR
- Pass in Mathematic and English Language at O-Level or any equivalent qualifications; OR

- A Diploma / Advanced Diploma OR any equivalent qualifications; OR
- A Foundation Programme or equivalent qualifications with a minimum CGPA of 2.00; OR
- Other recognised equivalent qualifications.

Minimum English Language Requirements for

- Achieve a minimum Band 3 in Malaysian University English Test (MUET) OR equivalent to Common European Framework.

Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APEL.A)
- Accreditation of Prior Experiential Learning for Credit Award (APEL.C)
- Accreditation of Prior Experiential Learning for Qualification (APEL.Q)
- Micro-credentials (speed.aeu.edu.my/speed-micro.php)

* Terms and conditions apply

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