



Bachelor of Business Administration (Hons)

(R2/0414/6/0197) (02/29) (MQA/FA 1711)
(R2-DL/0414/6/0198) (04/29) (MQA/FA 1866)

This programme is tailored to provide students with the opportunity to further their studies in any business environment of their choice that leads to a successful career, while helping them develop functional management and entrepreneurial skills to excel in any specialisation of their interest and to fulfil market demand.

Programme Overview

Delivery Mode:

Conventional, Open and Distance Learning

Duration of Study:

Full-Time: 3 years (9 semesters)
Part-Time: 4 years 7 months (14 semesters)

Intakes

January, May and September

Academic Schedule

- January : 14 weeks*
- May : 14 weeks*
- September : 14 weeks*

**Inclusive of exam period.*

Areas of Knowledge

Management

Developing skills in principles, strategic management, talent acquisition and operations.

Finance

Exploring corporate finance, financial management and methods to assess profitability and build value.

Human Resource Management

Understanding staff planning, organisational behaviour and effective talent management.

International Business

Engaging in cross-border trade, global strategies and international market practices.

Why UNITAR?

Affordability

Various scholarships & financial aid options available.

Accessibility

Located in more than 20 locations nationwide, offering online and conventional programmes for flexible learning.

Employability

A strong network of over 135,000 alumni, with graduates excelling across diverse industries and career paths.

Community & Networking

Supported by 100+ Adjunct Professors who are industry leaders, providing valuable insights and mentorship.

UNITAR C.A.R.E.

We equip students with essential skills through our C.A.R.E. framework: Collaborative, Adaptive, Reflective and Entrepreneurial.

Admission Requirements

- Pass in STPM with at least Grade C (GP 2.0) in any two (2) subjects with a pass in Mathematics and English at SPM level*; OR
- Pass in STAM with at least Grade Jayyid with a pass in Mathematics and English at SPM level*; OR
- Matriculation/Foundation with at least CGPA of 2.00*; OR
- Diploma (Level 4, MQF) with at least CGPA of 2.00; OR
- Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
- DKM / DVM/DLKM subjected to HEP Senate / Academic Board's approval and MUST attend bridging courses with minimum 2.50 and relevant field subject to the approval; OR
- Pass DKM / DLKM / DVM with at least CGPA 2.00 AND have at least two (2) years of work experience in relevant field and subject to the approval of the Senate and MUST attend bridging courses; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

*Notes:

- A pass in Mathematics and English at SPM level or equivalent qualifications.
- Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent / higher achievement.
- 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 the pass in English requirement.
- 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 and remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.

English Requirements

International Students

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

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UNITAR International University (DU004-B)
Tierra Crest, Jalan SS6/3,
Kelana Jaya, 47301 Petaling Jaya,
Selangor Darul Ehsan, Malaysia



Interested in this programme?
We are more than happy to share.
WhatsApp us or give us a call.

+6010 663 5168 +603 7627 7200

For more information:

Contact Our Education Counsellor

Courses

Year 1

- Principles of Management
- Principles of Economics
- Business Accounting
- Organizational Behaviour
- Integriti dan AntiRasuah (Local) / Integrity and Anti-Corruption (Int)
- English for Academic Purposes
- Principles of Marketing
- Principles of Finance
- Falsafah dan Cabaran Semasa (Local) / Malaysian Citra (Int)
- Digital Business
- Human Behaviour and Decision Making
- Aspirasi Negara Bangsa / Bahasa Melayu Komunikasi 2 (Int)
- Human Resource Management
- Quantitative Methods Business Ethics

Year 2

- Leadership and Personal Development
- Production and Operations Management
- Entrepreneurship
- International Marketing
- Recreational Event Planning
- International Business
- International Human Resource Management
- Cross Cultural Management
- Strategic Management
- Design Thinking / Bahasa Kebangsaan A
- Elements of logistics Management
- Organizational Development

Year 3

- Financial Management
- International Business Negotiation
- Open Elective 1
- Open Elective 2
- International transportation and logistics
- Research Methods
- Open Elective 3
- Open Elective 4
- Industrial Training

Disciplines

(Open electives are available from the following disciplines)

Marketing

- Digital Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- Retail Management

Digital Marketing

- Digital Marketing
- Search Engine Marketing
- Strategic Social Media
- Marketing Analytics

Leadership

- Leadership in Organization
- Coaching & mentoring
- Team dynamics
- Organizational change & conflict management

Entrepreneurship

- Ideation
- Project Management
- Small Business Management
- Integrated Marketing Communication

Career Prospects

- Business Analyst
- Human Resource Executive
- Finance Executive
- International Business Consultant
- Project Manager
- Logistics Coordinator
- Multimedia Animator

Be in high demand in almost any sector or organisation.

Online Mode available - You may study at any location at your own pace and get advice/guidance without having to travel to campus.

Credit Transfer - Earn the degree that you want within lesser time and cost by transferring credits from your previous educational institution.