



Fully Accredited by





Perdana University

DU026(B)

SCHOOL OF BUSINESS

# BACHELOR OF BUSINESS (HONS)

(WITH 5 OPTIONS OF SPECIALISATION)

JPT/BPP (N/345/6/1146)(MQA/PA14580) 05/28

Intake



Duration



Overview



The Bachelor of Business (Hons) programme is in line with the pursuit of excellence in management and business education, research and service alongside other programmes in the University thereby making the University one of the premier universities in the world which is contributing to the global community

Entry Requirements



Sijil Tinggi Persekolahan Malaysia (STPM)

- Pass with minimum of grade C (GP 2.0) in any two(2) subjects
- Pass in Mathematics and English at SPM level or
- Sijil Tinggi Agama Malaysia (STAM)
- Pass with grade of Jayyid
- Pass in Mathematics and English at SPM level or
- Diploma or Advance Diploma
- Pass in any qualifications
  (Level 4 or 5, MQF) or
- Matriculation/Foundation A-Level
- Pass with CGPA of 2.00 out 4.00 or any equivalent qualification

APEL

- A minimum age of 21 and above
  - Any related work experience

### Note:

The requirements to pass Mathematics and inglish subjects at SPM level for the candidate in STPM and STAM can be waived should the qualifications contain Mathematics and English subjects with equivalent / higher achievement. International students are required to achieve a minimum score of 5.5 for IELTS or its equivalent

## Career **Prospects**



- Marketing Manager
- Marketing Executive
- Human Resource Executive
- Human Resource Manager
- General Manager
- Hospital Manager

- Administrative Executive
- Entrepreneur Business Analyst
- Strategic Management Manager
- Risk Management Executive
- Risk Management Manager
- Bank Executive



## Curriculum Structure

- Business Mathematics
- Malaysian Business Environment
- English
- Information Communication Technology Application
- Principles of Management
- Principles of Marketing
- Public Speaking and Presentation Skills
- Principles of Finance
- Co-curriculum

- Financial Accounting
- Microeconomics for Business Decisions
- Principles of Human Resource Management
- Management Information System
- Organisational Behaviour
- Tamadun Islam and Tamadun Asia (For Malaysian Students)
- Bahasa Melayu Komunikasi 1 (For International Students)

- Business Research Methods
- Business Communication Skills
- Macroeconomics in the Global Economy
- Entrepreneurship
- Business Law
- Operations Management
- Business Ethics and Corporate Social Responsibility

- Hubungan Etnik
- Managerial Accounting
- Creativity and Innovation Entrepreneurship
- Financial Management
- Strategic Management
- Skills for Success

- Business Plan and Entrepreneurship
- Performance Management
- Employee Recruitment and Selection
- Compensation Management
- Training and Development Management
- Labour and Industrial Relation Law
- Occupational Safety and Health Policies, Issues and Challenges
- Psychology at the Workplace
- Business Statistics
- Project Management
- Final Year Project 1
- Final Year Project 2
- Industrial Training



## **Education Pathway**

SPM/O-Level or other equivalents

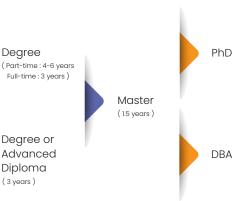
Foundation/ Matriculation/ STPM/ A-Level/ other equivalent qualifications (lyear)

Diploma

(2 years)



Degree



## 5 Specialisation Modules **Healthcare** General **Human Resource** Management Management Management • Healthcare Service Management Quality Management • Healthcare Services Marketing • Performance Management • Employee Recruitment and • Medical Tourism Management • Healthcare Services Planning and Selection Psychology at the Workplace Development Marketing Management • Training and Development Services Marketing • Strategic Marketing Planning • Business Plan and Entrepreneuship Psychology at the Workplace • Occupational Safety and Health • Business Plan and Entrepreneurship Psychology at the Workplace **Data Science** International Marketing Management • Big Data • Business Intelligence and Integrated Marketing

- E-Marketing
- Selling and Sales Management
- Psychology at the Workplace
- Business Plan and Entrepreneurship
- Performance Management
- E-Marketing
- E-Commerce
- Psychology at the Workplace
- Business Plan and Entrepreneursnip



## About Perdana University

Perdana University (PU), is a leading emerging private university located in Kuala Lumpur, Malaysia focusing on Health Sciences, Social Sciences and Technology Programmes at foundation (pre-university), undergraduate and postgraduate levels.

Perdana University was officially incorporated in 2011. In 2017, Perdana University was awarded Tier 4: Very Good in the Rating System for Malaysian Higher Education 2017 (SETARA) from the Ministry of Higher Education Malaysia (MOHE)







• Programme is designed to train Entrepreneur or Intrapreneur



General Management, Healthcare Management, Human Resource Management, International Marketing and Data Science Management



Competitive Module



Incubator Programme as part



• Competitive Fees

### **RECOGNISED BY**



US MLE



















### **AWARDS BY**







### Documents required for applications are

- Student application form
- 2. Bursary application form
- 3. Copy of NRIC or Passport
- Transcript and Certificate of highest qualification
- English test results (if applicable)

Kindly scan for Student Application Form



Kindly scan for Bursary Application Form



Speak to our friendly Counsellor now at

- +6 019 912 6828
- +6 019 217 6547

enquiry@perdanauniversity.edu.my

Perdana University. Suite 5.3, 5th Floor, Wisma Chase Perdana, Changkat Semantan, Damansara Heights, 50490 Kuala Lumpur, Malaysia

Perdana University





