

SCHOOL OF BUSINESS

# BACHELOR OF BUSINESS (HONS)

(WITH 5 OPTIONS OF SPECIALISATION)



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

## Intake



March, July and  
November

## Duration



Full-time | 3 years  
Part-time | 4-6 years

## 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 English 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

### YEAR 1

- 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)

### YEAR 2

- 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

### YEAR 3

- 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  
(1 year)

Diploma  
(2 years)

Degree  
(Part-time : 4-6 years  
Full-time : 3 years)

Degree or  
Advanced  
Diploma  
(3 years)

Master  
(1.5 years)

PhD

DBA



# 5 Specialisation Modules

## General Management

- Quality Management
- Performance Management
- Employee Recruitment and Selection
- Psychology at the Workplace
- Marketing Management
- Services Marketing
- Strategic Marketing Planning
- Business Plan and Entrepreneurship

## Healthcare Management

- Healthcare Service Management
- Healthcare Services Marketing
- Medical Tourism Management
- Healthcare Services Planning and Development
- Healthcare Service Research
- Occupational Safety and Health Policies, Issues and Challenges
- Psychology at the Workplace
- Business Plan and Entrepreneurship

## Human Resource Management

- 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

## International Marketing

- International Marketing
- Services Marketing
- Integrated Marketing Communication
- Marketing Research
- E-Marketing
- Selling and Sales Management
- Psychology at the Workplace
- Business Plan and Entrepreneurship

## Data Science Management

- Big Data
- Business Intelligence and Entrepreneurship
- Visualisation on Data and Communicating Results
- Performance Management
- E-Marketing
- E-Commerce
- Psychology at the Workplace
- Business Plan and Entrepreneurship



## 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)



## Why Bachelor of Business (Honours) at Perdana University?



• Offering two (2) emerging specialisations  
Data Science Management and Healthcare Management



• Programme is designed to train Entrepreneur or Intrapreneur



• The Programme offers 5 in-demand specialisations  
General Management, Healthcare Management, Human Resource Management, International Marketing and Data Science Management



• Competitive Module



• Students have the opportunity to enroll in the Perdana University Accelerator Incubator Programme as part of the Final Year Project



• Competitive Fees

### RECOGNISED BY



Comhairte na nDoctúirí Leighis  
Medical Council



### AWARDS BY



THE BRANDLAUREATE  
CSR BRANDLEADERSHIP  
AWARDS 2018



## How to Apply?

### Documents required for applications are

1. Student application form
2. Bursary application form
3. Copy of NRIC or Passport
4. Transcript and Certificate of highest qualification
5. 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**  
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Perdana University  
   