

Bachelor of Business (Honours) International Business Management

PROGRAMME OVERVIEW:

This programme aims to produce graduates who are equipped with the knowledge and core competencies and dispositions required of business personnel working in competitive business environment in this globalised world.

PROGRAMME:

Bachelor of Business (Honours) International Business Management

CAREER PROSPECTS:

Graduates of Bachelor of Business (Honours) International Business management may seek employment with any organisations, local or international in the areas of international business administration and management, international sales and marketing, international business consultancy, business development manager, international trader, and international liaison.

EDUCATIONAL OBJECTIVES:

It is designed to:

1. Produce graduates who are knowledgeable and technically competence in international business involved in cross border transactions.
2. Produce graduates who are capable of solving international business related issues innovatively, creatively and ethically through sustainable approach.
3. Produce graduates who are competent practitioner who leads and engages in teams in problem solving tasks across disciplines through analytical thinking and effective communicative abilities.
4. Produce graduates who are able to demonstrate entrepreneurship skills and recognise the need to pursue higher level of studies and lifelong learning.

PROGRAMME OUTLINE (TOTAL CREDIT: 124):

IT Fundamentals and Applications	Cross Cultural Management
Business Communication	Principles of Finance
Quantitative Methods	Operations Management
Microeconomics	Entrepreneurship
Principles of Accounting	Strategic Planning and Management
Macroeconomics	International Economics
Principles of Management	International Marketing
Principles of Marketing	Challenges of Business in Emerging Markets
Organisation Behaviour	Export and Import Management
Commercial Law	Negotiation and Dispute Management
Elective I	Global Business Strategy
Elective II	Research Project on International Business Issues
Elective III	Integrated Supply Chain Management
Elective IV	International Finance
Management Information System	Human Resource Management
Business Research	Global Business
Industrial Training	

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, English for Communication, English for Management, Tamadun Islam dan Asia, Bahasa Kebangsaan A, Critical Thinking, Hubungan Etnik, Contemporary Malaysian Studies, Co-Curricular

ACADEMIC PROGRESSION:

Graduates of Bachelor of Business (Honours) International Business Management are able to advance to postgraduate studies in the relevant field.

Minimum Entry Requirement:

1. STPM: Full Passes in 2 relevant subjects OR
2. A Level : Passes in 2 relevant subjects OR
3. SAM:ATAR 70 and min. Grade B in 2 relevant subjects OR
4. CPU: Min. 70% in 6 relevant subjects OR
5. UEC: Grade B in 5 relevant subjects OR
6. TAR UC Foundation in Science (Track A/ Track B) or Foundation in Arts (Track A) OR
7. Relevant Foundation from other Institutions of Higher Learning OR
8. Relevant Matriculation Certificate, Ministry of Education OR
9. Relevant Diploma, TARC/TAR UC OR
10. Relevant Diploma from other Institutions of Higher learning recognised by the Malaysian government OR
11. Other equivalent qualifications accredited by MQA

PROGRAMMES	ENTRY QUALIFICATION					
	STPM	A-LEVEL	SAM	CPU	UEC	TARC/TAR UC
Bachelor of Corporate Administration (Honours)	Full Passes in 2 relevant subjects.	Passes in 2 relevant subjects.	ATAR 70 and minimum Grade B in 2 relevant subjects.	Minimum 70% in 6 relevant subjects.	Grade B in 5 relevant subjects.	Foundation in Arts (Track A) OR Relevant Diploma
Bachelor of Business Administration (Honours)						
Bachelor of Economics (Honours)						
Bachelor of Business (Honours) in Entrepreneurship						
Bachelor of Business (Honours) in Human Resource Management						
Bachelor of Business (Honours) in International Business						
Bachelor of Business (Honours) in Logistics and Supply Chain Management						
Bachelor of Business (Honours)	AND					
	SPM Credit / O-Level Grade C in Mathematics / UEC Grade B in one Mathematics subject.					

<p>in Marketing</p> <p>Bachelor of Retail Management (Honours)</p> <p>Bachelor of Business (Honours) Accounting and Finance [Penang Branch Only]</p> <p>Bachelor of Business (Honours) International Business Management [Penang Branch Only]</p>	<p style="text-align: center;">AND</p> <p style="text-align: center;">SPM Credit / O-Level Grade C / UEC Grade B in English Language*</p>	
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*Grade B and above in AELE0364 English Language (1119 Level) conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants with only a pass in SPM English Language/Grade D or Grade E in O-Level English Language/ Grade C in UEC English.