Bachelor of Business Administration (BBA) is designed to provide students with the knowledge, skills and competencies required to excel as managers and executives in the challenging world of business administration and management.

Learning Objectives

- Enhance practical knowledge and associated critical thinking skills.
- Provide a strong platform in the study of business through a core curriculum of management, information systems, marketing, law, finance, accounting, economics and business strategy.
- Provide the opportunity to pursue interesting specialisations in areas of choice i.e. Marketing & E-Commerce, Accounting & Finance and Business Information Systems.
- Graduates will acquire the latest knowledge in business analysis, entrepreneurial/small business management, international business management, business information system and marketing.

Entry Requirements

A candidate may be admitted into the Degree programme through:

(a) Regular Entry
This applies to candidates who possess the following:
- Approved/accredited Diploma by Malaysian Qualifications Agency; OR
- A minimum of two (2) principles in STPM or its equivalent qualification; OR
- Matriculation/Foundation Programme with at least CGPA 2.00; OR
- SPM or equivalent with 3 years working experience in the related field; OR
- Other equivalent qualifications recognised by the AeU Senate.

(b) Open Entry
This applies to candidates who are:
- At least 21 years old on 1st January of the year of application; AND
- Possess a minimum of PMR/SRP/LCE or its equivalent; AND
- Possess relevant working experience; OR
- Other equivalent qualifications recognised by the AeU Senate.
SUBJECTS

Core
1. Principles of Management
2. Business Mathematics
3. Office Application Software
4. Introduction to Financial Accounting
5. Principles of Marketing
6. Business Statistics
7. Microeconomics
8. Introduction to Finance
9. Professional Communication
10. Macroeconomics
11. Organisational Behaviour
12. Operations Management
13. Business Law
14. Management Information System
15. International Business
16. Business Research Method
17. Strategic Management

Specialisations (Choose 1 only)
A) Marketing and E-Commerce
1. Marketing Management
2. Integrated Marketing Communication
3. Customer Relationship Management
4. Internet Marketing
5. Advertising and Direct Marketing
6. Consumer Behaviour
7. International Marketing
8. Introduction to E-Commerce
9. Intermediate to E-Commerce
10. E-Advertising

B) Accounting and Finance
1. Islamic Financial System
2. Cost Accounting
3. Corporate Finance
4. Investment Analysis
5. Financial Accounting and Reporting
6. Management Accounting
7. Auditing
8. Principles of Taxation
9. Financial Markets and Institutions
10. International Finance

C) Business Information System*
1. Fundamental Concepts of ICT
2. Ethics and Law in ICT
3. Information Systems Analysis and Design
4. The Internet and World Wide Web (WWW)
5. Data Warehousing
6. Decision Support Systems
7. Accounting Information System
8. IS Audit and Control
9. IS Strategic Planning
10. IS Project Management

Elective Subjects (Choose 4 only)
1. Service Quality Management
2. Business Communication
3. Event Management
4. Record Management
5. Project Management AND
Industrial Training or Project Paper

General

Applicable to Malaysian Students only
1. Tamadun Islam dan Tamadun Asia
2. Hubungan Etnik
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students only
1. Malay Language (Bahasa Melayu) and Communication
2. Malaysian Studies
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

University Compulsory
1. Information Literacy and Research Skills
2. Entrepreneurship and Ethics in Malaysia
3. Asian Studies

PROGRAMME FACTS

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<tr>
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<th>Full-Time</th>
<th>Part-Time</th>
<th>Fully Online</th>
<th>Blended Learning</th>
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<tbody>
<tr>
<td>Duration</td>
<td>4 years and 1 semester</td>
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<tr>
<td>No. of Semesters</td>
<td>14 (1 semester is 4 months)</td>
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<tr>
<td>No. of Subjects</td>
<td>39 + Industrial Training or Project Paper</td>
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<td>Frequency of Tutorials</td>
<td>Once a month - Saturday &amp; Sunday with 3 tutorials per subject</td>
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<td>Assessment</td>
<td>Assignments (2) 60%</td>
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<td>Examination 40%</td>
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<td>MOA Accreditation</td>
<td>KPT/JPS [KN 9101] 10/14, PA 9101</td>
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<td>EPF, PTPTN &amp; HRDF Claimable (For Malaysians)</td>
<td>Yes</td>
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* Will be offered subject to availability

Note: All information is correct at the time of printing and is subject to change without prior notice.