

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (Hons) (R2-DL/340/6/0458) 04/25

The Bachelor of Business Administration degree programme is one of the most widely valued degrees in the modern work environment. It provides a solid grounding in many areas of business and is flexible enough to prepare graduates for employment in many different careers, in varied disciplines such as marketing, operations, management and administrative work. Students will be equipped with enhanced skills that contribute towards improvements in their workplaces.



Cristina bt. Aladin
Student
Bachelor of Business Administration

Learning Outcomes

Upon completion of the programme, students will be able to:

- Evaluate theories and concepts in business studies;
- Communicate creative and innovative ideas effectively;
- Apply critical thinking skills for decision making;
- Display innovative entrepreneurial skills;
- Demonstrate leadership, teamwork, communication and social skills in accordance with ethical and legal practices; and
- Apply the skills and principles of lifelong learning in their academic and career development.

Entry Requirements

NORMAL ENTRY

- STPM / 'A' Level or equivalent qualifications with minimum Grade C (CGPA 2.0) in two (2) subjects AND Pass in Mathematic and English Language at SPM / 'O' Level or equivalent; OR
- STAM with minimum Grade Jayyid AND Pass in Mathematic and English Language at SPM / 'O' Level or equivalent; OR
- A Diploma (MQF Level 4) / Advanced Diploma (MQF Level 5) OR equivalent qualifications; OR
- A Matriculation / Foundation Programme or equivalent qualifications with minimum CGPA of 2.00; OR
- UEC with minimum Grade B in five (5) subjects AND Pass in Mathematic and English Language; OR
- Other equivalent qualifications recognised.

English Language Competency Requirements For International Students:

Minimum score of 5.0 for IELTS OR its equivalent.

Any international student from countries using English as an official medium of instruction or from an academic institution using English as a medium of instruction, shall normally be exempted from the above requirement. For details, please go to <http://www.aeu.edu.my>

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements

- Minimum 21 years of age as of 1st January in the year of application.
- Possess relevant work experience.
- Passed the APEL assessment.

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. Human Resource Management
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

Concentration Areas (choose only 1)

1. Marketing and E-Commerce

- Marketing Management
- Integrated Marketing Communication
- Customer Relationship Management
- Internet Marketing
- Advertising and Direct Marketing
- Consumer Behaviour
- International Marketing
- Introduction to E-Commerce
- Intermediate to E-Commerce
- E-Advertising

2. Accounting and Finance

- Islamic Financial System
- Cost Accounting
- Corporate Finance
- Investment Analysis
- Financial Accounting and Reporting
- Management Accounting
- Auditing
- Principles of Taxation
- Financial Markets and Institutions
- International Finance

3. Business Information System*

- Fundamental Concepts of ICT
- Ethics and Law in ICT
- Information Systems Analysis and Design
- The Internet and World Wide Web (WWW)
- Data Warehousing
- Decision Support Systems
- Accounting Information System
- IS Audit and Control
- IS Strategic Planning
- 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. Islamic and Asian Civilisations
2. Ethnic Relations
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students (in Malaysia) only

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project
4. Malaysian Studies 3
5. Malay Language for Communication

University Compulsory

1. Information Literacy and Research Skills
2. Entrepreneurship in Asia
3. Asian Studies

PROGRAMME FACTS

Full-Time		Part-Time	✓
Fully Online	✓	Blended Learning	✓
Duration	4 years and 1 semester		
No. of Semesters	14 (1 semester is 4 months)		
No. of Subjects	39 + Industrial Training or Project Paper		
Frequency of Tutorials	Once a month - Saturday & Sunday with 3 tutorials per subject		
Assessment	Assignments (2)	60%	
	Examination	40%	

FINANCIAL INCENTIVES AND AIDS*

For Malaysian and International students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students only:

- 10% discount is offered to students who pay in full their Annual Tuition Fee in one payment.
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance
- RM6,000 personal income tax relief

* Terms and conditions apply

Asia e University

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