

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (Hons) (R/340/6/0458) 04/18

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. The programme is approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.



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

NORMAL ENTRY

For Malaysian Students:

- 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.

For International Students:

- A recognised university entrance qualification such as 'A' level /, University Foundation / Matriculation / Diploma or equivalent
- English skills equivalent to International English Language Testing System (IELTS) 5.5 or Test of English as a Foreign Language (TOEFL) 550 or AeU English Placement test.

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements:

- 21 years of age as of 1st January in the year of application
- Other equivalent qualifications recognised by the Senate of AeU; and
- Possess relevant work experience
- Passed an aptitude test and 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. 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

* Will be offered subject to availability

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

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 on tuition fee for full payment of semester fees
- 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
- RM7,000 personal income tax relief

*Terms and conditions apply

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