

SCHOOL OF MANAGEMENT

Bachelor of Business Administration (BBA)

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

- Diploma with at least CGPA 2.00, OR
- Matriculation/Preparatory programmes with at least CGPA 2.00, OR
- Pass STPM or equivalent with at least C grade in 2, OR
- Pass STPM or equivalent with at least 3 years working experience, OR
- International Baccalaureate (IB) with 24 points, OR
- A Level with at least C grade in 3 subjects, OR
- Open Entry Qualifications recognised by the Ministry of Higher Education Malaysia:
 - at least 21 years old and possess PMR or equivalent, OR
- Other qualifications recognised by AeU Senate.

MQA Subjects

1. Bahasa Kebangsaan
2. Malaysian Studies
3. Islamic Studies / Moral Studies

Compulsory

1. Academic Writing
2. Entrepreneurship in Asia
3. Asian Studies
4. Ethics in Asia

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

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

PROGRAMME FACTS			
Full Time		Part Time	✓
Fully Online	✓	Blended Learning	✓
Duration	4 - 5 years		
No. of Semesters	12 (1 semester is 4 months)		
No. of Subjects	40		
Frequency of Tutorials	Once a month - Saturday & Sunday with 1 tutorial per subject (3 hrs 20 min each)		
Assessment	Assignments (2)	60%	
	Examination	40%	
MQA Accreditation	KPT/JPS (KA 9101) 4/13, PA 9101		
EPF, PTPTN & HRDF Claimable (For Malaysians)	Yes		

FREQUENTLY ASKED QUESTIONS

1. **When are the intakes?**
 - January, May and September.
2. **How do you apply?**
 - Go to our website: www.aeu.edu.my
 - Click on **"Apply Online"**
 - Submit the form
3. **How many subjects per semester?**
 - Upon enrollment, you are given 3 subjects per semester. Should you be too busy, you can opt for 1 or 2 subjects per semester. However, very good performance entitles one to apply for more subjects in the coming semester - just be prepared for the extra work!
4. **Is there any financial assistance?***
 - If you pay the full semester fee before Week 3 of that semester, you are entitled for 10% discount
 - If you perform very well in a semester, you may be eligible for the AeU Merit Scholarship which entitles you to a waiver of the tuition fee for the next semester.
5. **Where is the venue of the tutorials?**
 - Any centres located throughout Malaysia.

* Terms and conditions apply