



QUEST
INTERNATIONAL
UNIVERSITY

PERAK

In proud
partnership with



BACHELOR OF BUSINESS ADMINISTRATION (HONS) (PA 10306)

SPECIALISATION IN:

Management

Marketing Management

Human Resource Management



The Bachelor of Business Administration (Hons) programme will provide students with an in-depth understanding of how businesses are organised, strategies are developed, decisions are taken, and how these factors impact competitiveness in business and commerce.

Students enrolled in this programme will go through three months of intensive industrial training to help them adapt to the working environment and give them substantial exposure to the techniques and competencies required in their job. The project work in the final year of study will also help to develop their ability to face real world challenges.

The Bachelor of Business Administration (Hons) programme is a unique programme that combines courses in Business and

Management with IT, English and Social Studies to give students a solid foundation in business studies while at the same time, opening their minds to other related and relevant knowledge. Such exposure to a wider spectrum of academic material will provide students an integrated learning experience of how each and every one of these related disciplines impinges upon the business environment.

Furthermore, the unique combination of subjects in the programme allows for greater flexibility in the choice of a career. **Students can choose to specialise in Management, Marketing Management, and Human Resource Management**, set up their own business, or enrol for a higher academic qualification and pursue an academic career.

PROGRAMME CONTENT

The following courses make up the **Bachelor of Business Administration (Hons) (PA 10306)** programme curriculum:

MQA Courses	<ul style="list-style-type: none"> • Bahasa Kebangsaan A or Bahasa Kebangsaan B • Pengajian Malaysia • Pengajian Islam or Pendidikan Moral 	
University Courses	<ul style="list-style-type: none"> • English 1 • English 2 • Study of Society 	<ul style="list-style-type: none"> • Understanding Human Behaviour • Co-Curriculum
Compulsory Courses	<ul style="list-style-type: none"> • Principles of Management • Principles of Accounting • Microeconomics • Computer Applications • Business Mathematics • Macroeconomics • Business Information Systems • Business Law • Business Communication • Principles of Marketing • Introduction to Finance • Business Statistics • Organisational Behaviour 	<ul style="list-style-type: none"> • Business Ethics • Operations Management • Research Methods in Business • Entrepreneurship • Human Resource Management • International Business • Public Relations • Principles of Leadership • Managerial Accounting • Business in Islamic Perspective • Project (Majoring) • Industrial Training
Specialisation Courses	<p>Management</p> <ul style="list-style-type: none"> • Strategic Management • Corporate Governance • Organisational Theory • Management Information Systems • International Management • Total Quality Management • Management Science • Organisational Change and Development <p>Human Resource Management</p> <ul style="list-style-type: none"> • Strategic Human Resource Management • Human Resource Planning • Occupational Safety and Health • Human Resource Information Systems 	<ul style="list-style-type: none"> • Training and Development • Industrial Relations • Compensation Management • Performance Management <p>Marketing Management</p> <ul style="list-style-type: none"> • Strategic Marketing • Sales Management • Marketing Research • Consumer Behaviour • Marketing Communications • Marketing of Services • Product and Brand Management • International Marketing

MINIMUM ENTRY REQUIREMENTS

Sijil Tinggi Pelajaran Malaysia (STPM)	Pass STPM with full passes in two (2) subjects or CGPA 2.00
General Certificate of Education Advanced ("A") levels	Pass A Levels with full passes in two (2) subjects
QIUP Foundation in Business / Science	Pass
SAM / AUSMAT / UNSW Foundation / NSW HSC / SIT Foundation / MUFY / CIMP / CPU	Pass
Government Matriculation	Pass with CGPA of 2.0
Unified Examination Certificate (UEC)	A minimum of Grade B in five (5) subjects
Indian Higher School Certificate (HSC) / Secondary School Leaving Certificate (SSLC)	Grade C+ in any three subjects (A: 75-100; B+: 66-74; B: 57-65; C+: 50-56; C: 45-49)
Diploma in Business / IT	CGPA \geq 2.0
International Baccalaureate (IB)	Pass with 24 points
Bangladesh Higher School Certificate (HSC) / Secondary School Leaving Certificate (SSLC)	Grade C+ in any three subjects, including English (A: 75-100; B+: 66-74; B: 57-65; C+: 50-56; C: 45-49)
Other Qualifications	Other qualifications will be assessed based on Senate's recommendation and referred to MQA for approval on a case by case basis

Intakes:

There will be two (2) intakes in each academic year, i.e. in April and September.

Duration:

The bi-semester programme is taught over a period of three years.

Mode of Study:

Full-time study

Assessment:

Students' ability is gauged both through continuous assessments and a final year exam. The continuous assessment component comprises tests/quizzes, mid-term examination and projects/assignments which accounts for an allocation of about 40-50 marks depending on the course. The balance of the marks is allocated for the final examination.

TOLL FREE

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www.qiup.edu.my

Arise.Awake.Achieve

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