FLEXILEARN
WEEKEND & EVENING CLASSES

MOHE / MQA Approved & Accredited

FLEXIBLE TIMETABLE, COMPETITIVE AND AFFORDABLE FEES

JPT/BPP (R/345/6/0411) 10/23, MQA/FA2817

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)
The BBA (Hons.) in Marketing programme aims to provide an internationally recognized degree in marketing to produce graduates with functional marketing skills, strong entrepreneurial spirit, exemplary leadership skills, high commitment towards pursuit of knowledge and excellence, and are innovative, socially responsible and good team players who are nationalistic and yet global in outlook and behavior.

ENTRY REQUIREMENT

1) A Pass in Diploma with a minimum CGPA of 2.00 from UniKL or from other recognized higher learning institutions and obtained at least a pass in Bahasa Melayu and Mathematic at SPM level; OR
2) A Pass in Matriculation or UniKL Foundation or Foundation (which recognized by University's Senate) with a minimum CGPA of 2.00; OR
3) A Pass in International Baccalaureate (IB) with at least 24 points; OR
4) A Pass in STPM or equivalent (which recognized by University's Senate), with at least Grade C in 2 subjects and Grade D in two other subjects or 2 Principals and 2 subsidiaries; OR
5) Pass in A-Level with minimum a full pass in 2 subjects; OR
6) Australian Year 12/Australian Foundation/ Ontario Grade 12 or equivalent with TOEFL 500 or IELTS Band 5. Students without TOEFL or IELTS are required to sit in the English Placement test and complete an Intensive English Program offered by the university (which recognized by University’s Senate).

PROGRAMME STRUCTURE

**SEMMETER 1**
- Writing for Academic Purpose
- Principles of Economics
- Principles of Accounting
- Business Mathematics
- Business Communication
- Principles of Management

**SEMMETER 3**
- Retail Management
- Finance I
- Principles of Marketing
- Organisation Behaviour
- Tamadun Islam & tamadun Asiam(TITAS) / Bahasa Melayu Komunikasi 2 **
- Business Statistics

**SEMMETER 5**
- Hubungan Etnik / Pengajian Malaysia 3 *
- E-Marketing
- Innovation Management
- Mandarin 2

**SEMMETER 7**
- Sales Management
- Pricing Strategy & Tactics
- Marketing Channels Management
- Marketing Research
- Personal Selling
- Elective 4

**SEMMETER 9**
- Internship

**CO-CURRICULUM SUBJECTS**
- Co-Curriculum 1
- Co-Curriculum 2

**SEMMETER 2**
- Isu-isu kontemporari muslim di Malaysia / Culture and Lifestyle in Malaysia *
- Business Ethics and Corporate Governance
- Mandarin I
- Co-curriculum 1

**SEMMETER 4**
- Advertising & Promotion Strategy
- Consumer Behavior
- Management Information System
- Business Law
- Technopreneurship
- Elective 1

**SEMMETER 6**
- Retail Merchandising Management
- Customer Relationship Management
- Marketing Strategy
- Marketing Management
- Elective 2
- Elective 3

**SEMMETER 8 (Short Semester)**
- Seminar
- Elective 5
- Elective 6

**NOTE**

**ELECTIVE SUBJECTS**
- Human Resource Management
- Small Business Management
- Strategic Management
- Creative Problem-Solving
- Operation Management
- Supply Chain Management

*credit transfer or exemption up to 30% based on prior learning*