

UniKL AWARD & RECOGNITION



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WEEKEND & EVENING CLASSES

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FINANCIAL ASSISTANCE

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MARA Loan



HRDF Claimable



EPF Withdrawal



PTPTN

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JPT/BPP (R/345/6/0411) 10/23, MQA/FA 2817

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)

OVERVIEW

The programme aims to provide an internationally recognised degree in marketing as well as to produce graduates with functional marketing and business skills, strong entrepreneurial spirit, exemplary leadership skills, high commitment towards pursuit of knowledge and excellence, innovative, socially responsible and good team players who are nationalistic yet global in outlook and behaviour.

FLEXIBLE LEARNING

Offering flexibility to cater to your schedule, so that you can pursue additional knowledge without interfering with your work schedule.

UniKL offers the flexibility to cater to your work schedule and provide you with the opportunity to enhance your skills whilst not compromising your work time. This workaround learning schedule is the main reason many professionals choose to enter UniKL's FlexiLearn programmes. Selected Professional Certificates can be embedded into the programmes as well. Furthermore, prior academic qualifications and working experience may be

APEL

Accreditation of Prior Experiential Learning

APEL (Accreditation of Prior Experiential Learning) is a systematic process which involves the IDENTIFICATION, DOCUMENTATION, and ASSESSMENT of prior experience related to a study programme.

APEL is a systematic process that involves the identification, documentation and assessment of prior experiential learning, i.e. knowledge, skills and attitudes, to determine the extent to which an individual has achieved the desired learning outcomes, for access to a programme of study and/or award of credits.

PROFESSIONAL MEMBERSHIPS

- Institute Marketing of Malaysia (IMM)

ENTRY REQUIREMENT

- **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
- **A Pass in Matriculation or UniKL Foundation or Foundation** (which recognized by University's Senate) with a minimum CGPA of 2.00;
OR
- **A Pass in International Baccalaureate (IB)** with at least 24 points;
OR
- **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
- **Pass in A-Level** with minimum a full pass in 2 subjects;
OR
- **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

SEMESTER 1

- Writing for Academic Purposes
- Principles of Economics
- Principles of Management
- Financial Accounting
- Business Mathematics
- Business Communication

SEMESTER 2

- Isu-isu Kontemporari Muslim di Malaysia/Culture and Lifestyle in Malaysia*
- Business Ethics and Corporate Governance
- Foreign Languages 1
- Co-Curriculum

SEMESTER 3

- Retail Management
- Finance I
- Principles of Marketing
- Organisational Behaviour
- Tamadun Islam & Tamadun Asia (TITAS) /Bahasa Melayu Komunikasi 2**
- Business Statistics

SEMESTER 4

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

SEMESTER 5

- Hubungan Etnik / Pengajian Malaysia 3*
- E-Marketing
- Innovation Management
- Foreign Languages 2

SEMESTER 6

- Retail Merchandising Management
- Customer Relationship Management
- Marketing Strategy
- Marketing Management
- Elective 2
- Elective 3

SEMESTER 7

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

SEMESTER 8 (Short Semester)

- Seminar
- Elective 5
- Elective 6

SEMESTER 9

- Internship

NOTE

ELECTIVE SUBJECTS

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

* the duration of the programme will be based in the actual credit transfer and number of courses taken by student on every semester.

