



UniKL
UNIVERSITI
KUALA LUMPUR

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)



OVERVIEW

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.

FINANCIAL ASSISTANT

HRDF Claimable
**subject to company levy contribution*

EPF WITHDRAWAL

PTPTN
**subject to PTPTN approval*

CREDIT CARD

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

SEMESTER 1

Writing for Academic Purpose
Principles of Economics
Principles of Accounting
Business Mathematics
Business Communication
Principles of Management

SEMESTER 3

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

SEMESTER 5

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

SEMESTER 7

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

SEMESTER 9

Internship

CO-CURRICULUM SUBJECTS

Co-Curriculum 1
Co-Curriculum 2

SEMESTER 2

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

SEMESTER 4

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

SEMESTER 6

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

SEMESTER 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

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