



Get In Touch

For further information about the programme, please contact:

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UNIMAS Professional Education Provider



EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION

UNIVERSITI MALAYSIA SARAWAK

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STRATEGIC PARTNER
INFOERA ACADEMY SDN BHD

INTRODUCTION

The programme is a general business programme without specialisation in any subject area. Programme may emphasize the development of communications, quantitative reasoning, and business analysis skills. Through this programme, students can gain knowledge of business practices and processes, understand the role of economics in the world marketplace, and acquire an awareness of global business issues.

LEARNING OUTCOME

- Demonstrate proficiency in the fundamental business principles and practices that enable successful firms to operate in domestic and global environments.
- Demonstrate critical thinking and analysis skills that solve business problems in a real-world context.
- Demonstrate effective Communication through the delivery of written and oral presentations.
- Specify the role of technology as a strategy for competitive advantage in business.
- Identify ethical issues that impact business decisions from economic, political, legal, and social perspectives.

PROGRAMME MODULES

Module 1	: Human Resource Management
Module 2	: Principal of Management
Module 3	: Business Communication
Module 4	: Business Law
Module 5	: Microeconomics
Module 6	: Financial Accounting
Module 7	: International Business in Management
Module 8	: Business Organization
Module 9	: Strategic Management
Module 10	: Quantitative Method
Module 11	: Production and Operation Management
Module 12	: Macroeconomics
Module 13	: Strategic Leadership
Module 14	: Principle of Marketing
Module 15	: Project Paper

ASSESSMENT METHOD

70% Assignments
30% Final Assessment

DURATION OF STUDY

18 Months / 15 Modules

WHO SHOULD APPLY

Senior Admin, Supervisor, Marketing Executive, Production Coordinator

ENTRY REQUIREMENTS

- Passed Diploma/Executive Diploma/Professional Diploma with minimum 3 years working experience in related field, or
- Others academic qualifications and working experience in related field approved by Universiti Malaysia Sarawak Senate

PROGRAMME FEES

Tuition Fee
RM16,000

Application & Processing Fee
RM100

Registration Fee
RM400

***Include 6% SST**

Financing

- **EPF Withdrawal (Account 2)**
- **0% Interest Monthly Installments (Subject to Terms & Conditions)**