

**FACULTY OF ECONOMICS AND  
BUSINESS**

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**BACHELOR OF  
BUSINESS  
ADMINISTRATION  
(CORPORATE MANAGEMENT)  
WITH HONOURS**

## INTRODUCTION

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The Bachelor of Business Administration Corporate Management with Honours programme aims to produce competent and knowledgeable graduates in the field of corporate management. These graduates are well-equipped to meet industrial needs and help improve the competitiveness of the Malaysian corporate sector in the era of globalisation. The programme's laser focus is on developing highly skilled labour by teaching analytical and problem-solving concepts, theories, and essential skills related to all aspects of corporate management, including excellent management aspects, inculcation of business culture, efficient knowledge management, and managing various managerial functions such as production, marketing, finance, operational research, strategic planning, and human resource management. Graduates of this programme are equipped with extensive knowledge of business, finance, economics, and marketing, as well as practical skills and work experience, making them highly sought-after by corporate organisations.

## WHY STUDY BACHELOR OF BUSINESS ADMINISTRATION (CORPORATE MANAGEMENT) WITH HONOURS IN UNIMAS?

- Accredited by the Malaysian Qualifications Agency (MQA)
- High demand in a large variety of sectors, including the public, private and voluntary sectors
- Excellent opportunities for career advancement
- The programme focuses on equipping students with practical skills that are highly valued in the corporate world
- Acquire leadership and management skills

## DURATION OF THE PROGRAMME

The Bachelor of Business Administration (Corporate Management) with Honours programme is a full time programme over a minimum duration of 3 years, which equivalent to 6 semesters.

## FACILITIES AND RESOURCES

- Perpustakaan Tun Abdul Rahman Ya'kub (PeTARY)
- Computer labs equipped with relevant hardwares and softwares for practical purposes
- Online learning support
- Dedicated and experienced faculty team comprising of experts in the field of business, finance, accounting, marketing, management and economics

## WHO SHOULD APPLY

The programme aims at providing opportunities to various group of potential candidates such as:

- Fresh graduates from STPM, Matriculation, Pre-University, Diploma and equivalents who are interested in pursuing a career in the field of corporate management
- Employees from diverse sectors who are seeking to advance their careers in corporate management and aspire to take on leadership roles within organizations
- Individuals who aim to work in executive positions within corporations
- Individuals who plan to start their own business ventures and want to gain a solid foundation in corporate management principles and practices

## ENTRY REQUIREMENTS

- For local students, at least CGPA 2.00 Matriculation/Pre-University or STPM with at least Grade C+ (NGMP 2.00) in any two (2) subjects (not including General Studies), and
- Obtained at least Grade E during SPM for Mathematics/ Additional Mathematics, and
- Obtained at least Grade E during SPM for the English Language subject, and
- Obtained at least Band 2 in Malaysian University English Test (MUET)
- For international students, a minimum IELTS Score of 5.5 or its equivalent (e.g TOEFL paper-based test -550; TOEFL Computer-based Test -213; TOEFL Internet-based Test 79-80)
- Other equivalent qualifications approved by the University Senate

## COURSE FEES

Malaysian student **RM40,000.00**  
International student **RM55,000.00**

The fee is to be paid in six (6) semesters. Students will have to pay further administrative fees and recurring fees if they extend their studies.

Students are entitled to apply for PTPTN at only 1% interest rate to cover the course fees. Alternatively, they can apply other external scholarship or education loan for undergraduate programme.

## CAREER PROSPECTS

- Corporate Manager/Executive
- Business Analyst
- Entrepreneur
- Project Manager/Executive
- Corporate Communications Executive
- Strategic Planner
- Business development manager
- Marketing Manager/Executive
- Human Resources Manager/Executive
- Retail Manager/Executive
- Management Consultant
- Government Administrator
- Policy Analyst

**For further information about the programme, please contact:**

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