3+0 BA (HONS) BUSINESS ADMINISTRATION

In collaboration with University of Hertfordshire, UK

This degree offers a sound foundation in business and the disciplines which underpin it. There is also an enviable choice of optional subjects.

As part of the curriculum, students are exposed to leadership and soft skills that will mould them into competent graduates who are ready for the working world.

Highlights

• A comprehensive learning experience with a mix of face-to-face and online learning through Blackboard, with access to course materials and assignments
• Exposure to real industry projects and practical learning experience via international faculty, overseas guest professors and live lecture conferencing
• Opportunity for students to participate in the Semester Abroad Programme (SAP) and experience different cultures and environments, helping them expand their global perspectives

Career opportunities

• General Manager, Purchasing Manager, Administrator and more
• Brand Manager, Business Development Manager, Marketing Communications Manager, Retail Manager and more
• Human Resource Manager, Recruitment Manager, Training Development Manager, Compensation Specialist and more

Offered at

INTI International College Subang
KPT/PSM/1084/01/2019
INTI International College Kuala Lumpur
KPT/PSM/1094/02/2018
INTI International College Penang
KPT/PSM/1104/03/2018
INTI College Sabah
KPT/PPS/A10957/12/2019

INTAKES: JAN, APR & AUG

Duration

3 Years

Programme structure

Year 1

• Accounting for Business
• Economics for Business
• English for Business Studies 1
• English for Business Studies 2
• Global Perspectives in Business
• Legal Issues for Business
• Methods & Systems for Business Decisions
• Principles of Marketing
• The Business Professional

Year 2

• Enhancing Employability
• Exploring Business Ethics
• Managing People
• Marketing for Small Enterprise
• E-Portfolio and Employer Relations
• Elective 1
• Elective 2
• Elective 3
• Elective 4

Electives**

Choose from the following

• 21st Century Consumer Marketing
• Creative Problem Solving for Managers
• Cross Cultural Management
• Individual Employment Law
• Labour Market Policy
• Marketing Planning
• Organisational Psychology
• Project Planning & Control

Year 3

• Business & Commercial Awareness
• Contemporary Issues in Business & Management
• Strategic Leadership in a Changing World
• Elective 5
• Elective 6
• Elective 7
• Elective 8

MPU subjects

• Community Service & Co-curriculum
• Entrepreneurship
• Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
• Islamic & Asian Civilisation (Local students) / Malaysian Studies 2 (International students)
• Presentation Skills
• Bahasa Kebangsaan A*

*For Malaysian students who do not have a credit in SPM BM.
**Offering of electives, please consult the Head of Programme.