4+0 BACHELOR OF BUSINESS ADMINISTRATION (DUAL MAJOR) MARKETING & MANAGEMENT

In collaboration with Northwood University, US

This degree focuses on the various aspects of marketing, including business-to-business, research and marketing management, with the development of a marketing plan as a capstone marketing project.

Total Credit Hours: 139

Sample study plan

General education core
- Basic Computer Applications
- Biodiversity
- Business Law 1
- Career Development
- College Algebra
- Composition 1
- Composition 2
- Communication & Interpersonal Relations
- Cultural Anthropology
- Environmental Science
- Ethics
- Foundations of Modern World 1
- Foundations of Modern World 2
- Introduction to American Government
- Introduction to Art / Music
- Philosophy of American Enterprise
- Principles of Macroeconomics
- Principles of Microeconomics
- Principles of Psychology
- Speech Communication
- Statistics 1

MPU subjects
- Bahasa Kebangsaan A*
- Community Service & Co-curriculum
- Entrepreneurship
- Ethnic Relations (Local students) / Communicating in Malay 3 (International students)
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 3 (International students)

Business core
- Financial Management
- Fundamentals of Financial Accounting
- Fundamentals of Managerial Accounting
- Organizational Behavior
- Principles of Management
- Principles of Marketing
- Strategic Planning

Electives
- Applied Communications
- Open Elective
- Philosophy of Religion

Majors
- Consumer Behavior
- E-Commerce
- International Marketing
- International Trade
- Marketing Management
- Marketing Research
- Principles of Advertising
- Principles of Selling
- Sales Management
- Statistics 2

Management core
- Human Resource Management
- International Management
- Management of Information Technologies
- Operations Management
- Practice of Management & Leadership

Northwood University

Named ‘Business Specialty School’ by the US News & World Report, it is accredited by the higher learning commission and is a member of the North Central Association.

Northwood University at INTI

The 4+0 Northwood Business program offered at INTI International College Subang enables students to complete their American degree without compromising on quality. Students who complete this 4+0 Bachelor of Business Administration at INTI will be accorded an identical award as in the US.

*For Malaysian students who do not have a credit in SPM