

Bachelor of Management (Hons)

R/345/6/0171(MQA/FA1710)04/22

R-DL/345/6/0164(MQA/FA1865)04/22



Delivery Mode:

Conventional, Open and Distance Learning

Duration of Study:

3 Years 6 Months (Full-Time)

4 Years 6 Months (Part-Time)

Intakes

- January, April and September

Academic Schedule

- January : 14 weeks*
- April : 14 weeks*
- September : 14 weeks*

**Inclusive of exam period.*



Interested in this course?

We are more than happy to share.
Email us or give us a call.

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Learn Cutting-Edge Management Theory and Practice

The Bachelor of Management (Hons) programme prepares graduates with a firm grounding in Management and fully equip with management and leadership skills i.e. planning, decision-making, problem-solving, communication, delegation, and time management. Through classes and coursework, the programme helps students to stand out and excel in their career by through developing the knowledge and skills they need to run an organisation well and achieve desired business objectives. For instance knowledge about the nature of power, influence, and leadership as well as how people behave in organisations. Whether you would like to be self-employed, an entrepreneur, or the CEO of your own company, or work for a private company, a non-profit organisation, or the government sector, knowledge and skills in management provides you with the tools for success.

Career Prospects

- Project Manager
- General Administrator
- Industrial Relations Officer
- Human Resource Executive
- Quality Systems Executive
- Operational Manager
- Management Trainees
- Human Resource Manager

Areas of Knowledge

Ideation

Create prototypes and run trials and simulations in real-life situation with customers.

Digital Marketing

Overview in business models including Advertising and Social Media Marketing.

Technopreneurship

The feasibility of potential commercial opportunities.

Finance for Entrepreneurship

Understanding profitability in business models.

Customer Relationship Management

Devising strategies to fulfil customer needs.

Did You Know?

2 ELECTIVES OPTIONS

Entrepreneurship and Administrative Management.

INDUSTRY EXPOSURE

3-6 months internship to expose students to relevant work experience.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

PTPTN, ZAKAT, HRDF, EPF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

Entry Requirements

Pass SPM with at least Grade C (GP 2.0) in any two (2) subjects with a pass in Mathematics;

OR

A pass in STAM with at least Grade Jayyid with a pass in Mathematics;

OR

Pass UEC with at least Grade B in five (5) subjects, including Mathematics and English;

OR

Matriculation or Foundation with at least CGPA of 2.00;

OR

A Diploma (Level 4, MQF) with at least CGPA of 2.00;

OR

An advanced Diploma (Level 5, MQF) with at least CGPA of 2.00;

OR

Pass Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 in relevant field and pass Mathematics at SPM subject to the approval of the Senate and MUST attend bridging courses;

OR

Pass DKM / DLKM / DVM with at least CGPA 2.00 AND have at least two (2) years of work experience in relevant field and pass Mathematics at SPM and MUST attend bridging courses;

OR

Pass BTEC Level 4 & 5 and pass in SPM or its equivalent, with at least three (3) credits in any subjects;

OR

Other equivalent qualifications recognised by the Malaysian Government;

OR

Entry requirements for admission into the Bachelor's programme (Level 6, MQF) through APEL as approved by the Ministry of Education (MOHE). Applicants must be/have:

1. A Malaysian citizen; AND
2. The candidate should be more than 21 years of age in the year of application;
3. Relevant work experience / prior experiential learning; AND
4. Pass the APEL Assessment

ENGLISH REQUIREMENT

International Students

1. Minimum score of 5.0 for IELTS OR its equivalent

Local Students

A pass in SPM English*

Exempted from University English Courses:

1. Distinction in SPM / SPMV English
2. MUET Band 4, 5 and 6
3. A pass in English Course at a previous institution

Required to take English Preparatory 2:

1. Credit in SPM / SPMV English
2. MUET Band 1, 2 and 3

Required to take both English Preparatory 1 and 2:

1. No credit in SPM / SPMV English

*programme standard requirement

Programme Core Modules

- Principles of Management
- Organisational Behaviour
- Principles of Marketing
- Microeconomics
- English for Academic Purposes
- Management Information Systems
- Principles of Accounting
- Macroeconomics
- Principles of Finance
- Business Communication
- Business Statistics
- International Business
- Business Law
- Human Resource Management
- Total Quality Management
- E-Commerce
- Production and Operation Management
- Business Research Methods
- Service Quality Management
- Event Management
- Labor Law and Industrial Relations
- Negotiation and Problem Solving
- Digital Entrepreneurship
- Strategic Management
- Corporate Social Policy
- Project Management
- Quality Management Systems and Auditing
- Elective 1, 2 & 3 (Year 2)
- Elective 4, 5 & 6 (Year 3)
- Industrial Training I & II

University Core Modules

- Hubungan Etnik
- TITAS / Malaysia Studies (Int)
- Design Thinking/Bahasa Kebangsaan A
- Social Entrepreneurship
- Study Skills
- Event Management

Elective: Entrepreneurship

- Ideation and Discovery in Entrepreneurship
- Digital Marketing
- Customer Relationship Management
- Financial Management for SMEs
- Intellectual Property Management
- Technopreneur

Elective: Administrative Management

- Professional Office Procedure
- Administrative Office Management
- Managing Change
- Customer Relationship Management
- Ethics for Managers
- Managerial Risk Management

Get ahead in the fast-developing business landscape.

Offers 2 Electives Options - Entrepreneurship and Administrative Management, that carries 70% coursework and 30% final examination.

Ideation Generator - Create prototypes and run trials and simulations in real-life situation with customers.



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