



Bachelor of Management (Honours)

www.unirazak.edu.my

Follow Us @myunirazak






**Bank Rakyat School of
Business, Innovation, Technology
& Entrepreneurship**
UNIRAZAK

BRSBE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their ideas into working solutions and practical

businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields. BRSBE is best known for being the first of its kind to be accredited by CPA Australia for Bachelor of Accounting (Honours), along with other business programmes like Bachelor of Business Management (Entrepreneurship)(Honours), Bachelor of Business Administration (Islamic Banking & Finance)(Honours) and Bachelor of Taxation (Honours).

Bachelor of Management (Honours)

KPT / JPS (R2-DL/345/6/0098J 02/22 (A 7782)

Students who enroll in this programme will learn about the various fields of business management and acquire the necessary background in economics and law, complemented by the fundamentals of maths and statistics applicable to the different management domains. The programme gives students an important understanding of these fields and their links to the management discipline. Through this students are able to access business in a wider context and develop different ways of thinking.

Students develop presentation, communication and research skills, as well as gaining fluency in several languages. Group work and collective projects are an integral part of the programme, allowing students to gain insights into working as a team with people all over the world, both face-to-face and digital technology. The programme is aimed at producing managers who are efficient, effective, analytical and possess excellent communication skills with ethical values and awareness towards social responsibility in future managers



Career Opportunities

- Business Consultant
- Public Relations Specialist
- Entrepreneur
- Product Development Manager
- Business Developer
- Strategic Marketing Specialist
- Market Reseacher

Courses Offered

MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/Community Engagement & Voluntaeering)

SPECIALISATION COURSES

- Production and Operations Management
- Problem Solving & Decision Making
- Cross Cultural Management
- Negotiations and Conflict Management
- Service Operations Management
- Leadership, Innovation and Change
- Global Supply Chain Management
- Total Quality Management
- International Business
- Organizational Development

CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organizational Behaviour
- Principles of Accounting
- Management Information Systems
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

ELECTIVES Choose any Four 12 Credits)

- Organizational Design
- Quality Management Systems and Auditing
- Contemporary Issues in Business
- Negotiations and Conflict Resolution
- Introduction to Psychology
- Quality Management
- Business Research Methods

Admission Requirements

STPM

A pass in STPM, with a minimum Grade C (GP 2.00) in any 2 subjects, and pass in Mathematics and English at SPM level or any equivalent qualification;

A LEVEL

A pass A-Level with a minimum of Grade D in any 2 subjects, and pass in Mathematics and English at SPM level or any equivalent qualification;

MATRICULATION

Matriculation/Foundation Qualification With Minimum CGPA of 2.00 out of 4.00 or Any Equivalent Qualification;

STAM

A pass in STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level;

UEC

A pass UEC with minimum grade B in Five (5) subjects a pass in Mathematics and English;

DIPLOMA

A pass qualification equivalent to Diploma or Advanced Diploma (level 4 or 5, MQF);

IB

A pass in International Baccalaureate (IB) Diploma with minimum score of 30 points;

OTHERS

Other equivalent qualification recognised by MQA Malaysian Government**

**

1. Diploma Executive UM
2. Diploma Kolej Vokasional (DVM)

Pass DVM in related fields AND Pass Sijil Vocational Malaysia (SVM) with:

- An Academic Cumulative Grade Point Average (CGPA) of 2.00 or higher;
- A Vocational CGPS of 2.67 or higher and competent in all vocational modules;
- A credit Bahasa Melayu (SVM 1104)

**Cohort 2013 onwards also need to get an exemption from obtaining a pass grade for Sejarah at SPM level.

INTERNATIONAL

I EL TS Band 5.5 or TOEFL 550 or a minimum of Grade B2 (162) in First Cambridge English (FCE) or MUET (Band 3) or other equivalent English qualification recognised by MQA /Malaysian Government.

** The validity period for TOEFL and IELTS is TWO (2) years from the date of the award.

Note:

• Conditional offer letter will be issued to international student who has not met the English Proficiency Requirement within a period of 12 months.

Study at an Award-winning University

in the heart of a global city



UNIVERSITI TUN ABDUL RAZAK DU005(W)

Wisma UNIRAZAK,
195A, Jalan Tun Razak,
50400 Kuala Lumpur

+603 2730 7000

+603 2730 7234

drjo@unirazak.edu.my

www.unirazak.edu.my

Follow Us @myunirazak



Wholly-owned by Yayasan Pelaburan Bumiputra