

NEW Programme Structure (November 2023 Cohort)					
Bachelor of Business Administration (Honours)					
Programme/Course	Course Code	Subject	Credit Hour		Remarks
MPU Courses	MPU3183	Local	Penghayatan Etika dan Peradaban	3	New MPU Structure
	MPU3193	Local & International	Falsafah dan Isu Semasa	3	
	MPU3143	International	Bahasa Melayu Komunikasi II	3	
	MPU3322 OR MPU3332	With Credit in BM SPM	Media and Society OR Introduction to Environmental Sustainability	2	
	MPU3432	Without Credit in BM SPM	Bahasa Kebangsaan A	2	
	MPU3412 OR	Co-Curriculum	Community Engagement and Volunteering OR	2	
	MPU3432	New MPU	Kursus Integriti & Anti-rasuah	2	
Common Core			Total	10	
			8.20%		
	UPDV2113	Public Speaking 1		3	Volunteerism and Service Learning & Entrepreneurship and Innovation removed from programme structure
	UPDV2123	Public Speaking 2		3	
	RMGT2113	Principles of Management		3	
	RFIN2213	Principles of Finance		3	
	RMKT2113	Principles of Marketing		3	
	TECO2113	Principles of Microeconomics		3	
	TECO2123	Principles of Macroeconomics		3	
	RMGT3113	Organisational Behaviour		3	
	AACT2113	Principles of Accounting		3	
	RMGT4513	Corporate Social Policy		3	
	RMAT2213	Business Mathematics	3	3	
	RMGT3313	Project Management	3	3	
	RHRM3113	Human Resource Management		3	
	RLAW2113	Business Law		3	
	RMAT3213	Business Statistics		3	
			Total	42	
			34.43%		
Discipline Core	RMGT4123	Strategic Management		3	Moved from Core to Discipline Core
	RMGT3213	Management Information Systems	3	3	
	RFIN4213	Financial Management	3	3	
	RMGT4413	Global Supply Chain Management		3	
	RMGT3413	International Business		3	Moved from Electives to Discipline Core
	RENT4714	Technology Entrepreneurship		4	
	RENT4614	Financing for Entrepreneurship		4	
	RRES3113	Business Research Methods		3	
	RMKT4613	Consumer Behaviour & Social Media		3	
	RFIN4413	FinTech and Crowdfunding		3	
	RBAN4113	Digital Revolution		3	
	RBAN3213	Data Mining		3	
	RMGT4613	Case Study and Project Management		3	
			Total	38	
			31.15%		
Electives		Choose ONE (1) Elective Specialisation (Two Courses)			
		2. Business Analytics			
	RBAN3123	Business Analytics		3	
	RBAN3113	Business Modelling		3	
	RBAN3133	Business Intelligence		3	
	RBAN3223	Data Visualization		3	
	RBAN3233	Programming for Analytics		3	
	RBAN3243	Predictive Analytics		3	
	RBAN3253	Big Data Analytics		3	
		5. Digital Marketing			
	RMKT3543	Digital Analytics for Marketing Professionals		3	
	RMKT3513	E-Commerce: Micro-Multinationals		3	
	RMKT3523	Pay Per Click Advertising		3	
	RMKT3553	Digital Marketing Channels		3	
	RMKT3533	Applied Digital Marketing Strategies		3	
	RMKT3613	Social Media Content Marketing		3	
	RMKT3563	Digital Techniques		3	
			Total	21	
			17.21%		
Industrial Training/ Case Study	RITN4416	Internship I for Bachelor of Business Administration AND	6	11	Reduce 1 CH from 12 CH
	RITN4415	Internship II for Bachelor of Business Administration OR	5		
	RMGT4956	Management Case Study 1 AND	6		
	RMGT4965	Management Case Study 2	5		
			Total	11	
			9.02%		
Total Credit Hour			122		
			100%		