



**MAHSA**  
UNIVERSITY

Dual Award with



**University of  
East London**

This programme  
is also offered at  
MAHSA Avenue,  
Kuala Lumpur

# BACHELOR OF BUSINESS ADMINISTRATION

KPT/JPS (R2/340/6/0177) (MQA/FA 1541) 06/27

**FACULTY OF BUSINESS, FINANCE  
& INFORMATION TECHNOLOGY**

“

"It is an immutable law in business that words are words, explanations are explanations, promises are promises but only performance is reality."

- Harold Geneen

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# OVERVIEW

MAHSA University's Bachelor of Business Administration is a multifaceted and exciting 3-year undergraduate degree programme that primes its graduates for an exhaustive list of career options in the business arena and its peripheries, providing students with a sturdy foundation in the fundamentals principles of business.

Graduates will be armed with the necessary knowledge for a career in almost any business field of their choice, including business administration, business management, human resource management, banking, real estate, sales and marketing, manufacturing and trade.

Students will study accounting, business law and ethics, economics, finance, marketing, human resource management, management information systems and information technology, operations management, international business, organisational behaviour, strategic management, and quantitative techniques such as business statistics, financial mathematics and operations research. There are varieties of concentration courses such as General Marketing, Finance and Human Resources Management which students can choose based on their interest and current market demand.

When they have completed this programme, graduates of this very versatile degree will have equipped themselves with the knowledge and skills to adapt to and excel in any business environment of their choice, whether locally or internationally.

## PROGRAMME

### STRUCTURE

#### Year 1

- Malaysian Studies 3 (Pengajian Malaysia 3) / Tamadun Islam & Tamadun Asia (TITAS)
- Hubungan Etnik
- Bahasa Kebangsaan A / Bahasa Komunikasi A
- Business Mathematics
- Business Statistics
- Introduction to Business
- Microeconomics
- Macroeconomics
- Office Application Software
- Principles of Management
- Principles of Marketing
- Principles of Finance
- Principles of Accounting
- Business Communications
- Quantitative Analysis
- Entrepreneurship

#### Year 2

- Costing
- Ethics, Governance and Accountability
- Commercial Law
- Company Law
- Organisational Behavior
- Youth Development
- Community Work
- Knowledge Management
- Management Information System
- Financial Management
- Management Accounting
- Marketing Management
- Human Resource Management
- Operations Management
- Elective 1

#### Year 3

- Corporate Finance
- Organisational Development
- Business Research Methods
- Strategic Management
- Dissertation
- Industrial Training
- Elective 2
- Elective 3
- Concentration 1
- Concentration 2
- Concentration 3
- Concentration 4

#### General Courses

- Community Work
- Entrepreneurship
- Youth Development

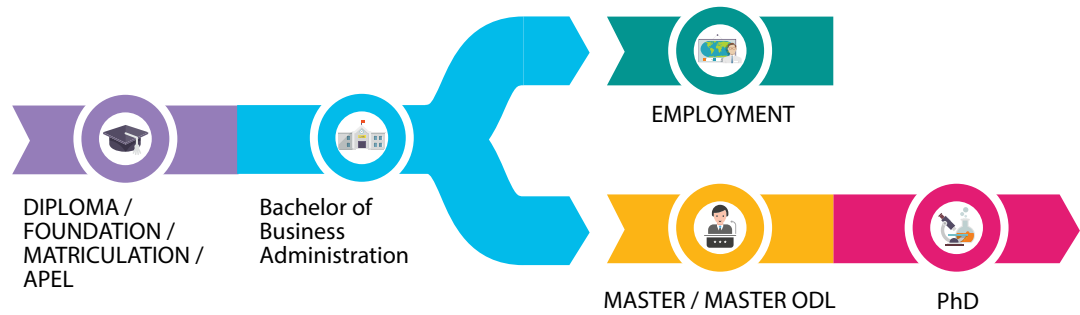
#### LOCAL STUDENTS:

- Tamadun Islam & Tamadun Asia (TITAS)
- Hubungan Etnik

#### INTERNATIONAL STUDENTS:

- Malaysian Studies 3 (Pengajian Malaysia 3)
- Bahasa Komunikasi

# PROGRESSION PATHWAY



## ADVANTAGES

- Demonstrate to postgraduate programmes or future employers that the student can do independent, creative work and enhanced students experience through many platforms such as:
  - Physical and virtual libraries
  - Learning Management System (LMS)
  - Highly interactive cyber classrooms.
  - Social enrichments via cultural diversity among students
  - Workshops and seminars.
- Immersion teaching approach by experienced and qualified lecturers.
- Focusing on student functional working skills.
- Industry-relevant curriculum fully accredited by MQA resulting to high employability.
- Develop competencies and skills that will be useful throughout life, in many different contexts, such as:
  - Entrepreneurial competency.
  - Mental discipline.
  - Intellectual judgment and independence.
  - Self confidence.
  - Ability to plan and implement a project and complete it.
  - Ability to meet a challenge and succeed.
- Contribute to the knowledge of the world.
- Discover life's intellectual passion.



# ENTRY REQUIREMENTS

## ACADEMIC QUALIFICATION REQUIREMENTS

<b>Matriculation / Foundation</b>	◆ Pass with a minimum CGPA of 2.0 and a pass in Mathematics at SPM level or its equivalent.
<b>STPM</b>	◆ Pass with TWO (2) full passes with a minimum CGPA of 2.0 or its equivalent and a pass in Mathematics at SPM level or its equivalent.
<b>STAM</b>	◆ Pass with minimum grade of Jayyid and a pass in Mathematics at SPM level or its equivalent.
<b>A-Levels</b>	◆ Pass with minimum TWO (2) principles.
<b>IB</b>	◆ Pass with a minimum score of 24 points.
<b>UEC</b>	◆ Pass with minimum grade B in any 5 subjects.
<b>SAM / AUSMAT / SACE</b>	◆ Pass in any 2 subjects with ATAR score of 50%
<b>Canadian Pre-U / TEE</b>	◆ Pass with an aggregate of 50%
<b>VCE / Ontario Secondary School Diploma</b>	◆ Pass
<b>CIMP, Indian Pre-University, AP, Higher School Certificate Sydney Australia, Western Australian Curriculum Council, UNSW Foundation, HSC and New Zealand Bursary</b>	◆ Pass with 50% aggregate or CGPA 2.00
<b>Diploma in DBA</b>	◆ Pass with a minimum CGPA of 2.00 or equivalent (Candidates with CGPA below 2.0 but above 2.0 may be admitted subject to an internal assessment process)
<b>Any other Diploma</b>	◆ Pass with a minimum CGPA of 2.0
<b>Other</b>	◆ Other relevant equivalent qualifications recognised by Malaysian Government
<b>APEL</b>	◆ Age 21 years & above and experience in related field

## ENGLISH REQUIREMENTS

**INTERNATIONAL** | **IELTS:** 5.0  
**TOEFL PBT:** 410-413  
**MUET:** BAND 3

## CAREER OPPORTUNITIES

- **Business Manager** • Business Administrative Manager • **Finance Manager** • Marketing Manager
- Human Resource Manager • Strategic Management and Operation Manager
- Corporate Planning Manager • Corporate Finance Manager • **Business Development Manager**
- **Entrepreneur** • Business Continuity Manager • Risk and Governance Manager





# MAHSA's PASSPORT TO SUCCESS



Professional Industry-Driven Education (P.R.I.D.E) is MAHSA University's specially designed education pathway that give students the best of both academic and professional certifications. Students have the opportunity to gain professional skills through various programmes from MAHSA's collaborations with internationally recognised professional bodies. P.R.I.D.E increases the employability rate of our fresh graduates and puts them at par with the rest of the professional world.

## MASTERCLASS

Students of this programme are eligible to gain add-on certification in Master Classes. There are more than fifty Master Classes to choose from, and all are designed to further enhance the student's employability, in line with the Industrial Revolution 4.0.

## MOBILITY PROGRAMME

This is a unique opportunity for students to study abroad for up to one year in a foreign country. This study abroad programme lets students experience different cultures and

## PROFESSIONAL COURSES

Through MAHSA's collaboration with internationally recognised professional bodies, students will be earn certifications that will enhance their professional skills and increases their employability rate.

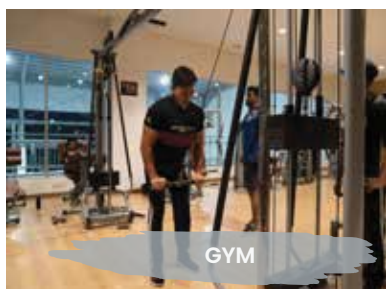


practices from around the world. Ask us about our university partners in over fifty different countries.

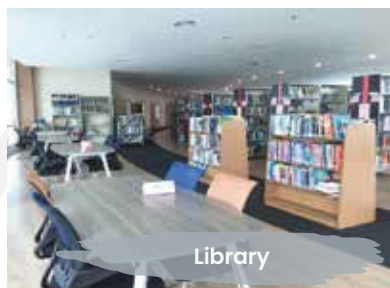
# MAHSA BE MORE



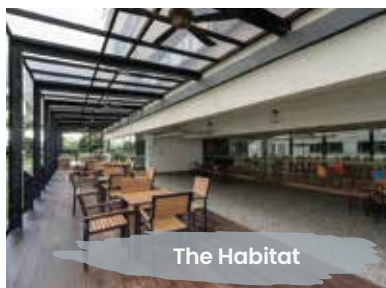
Sports Complex



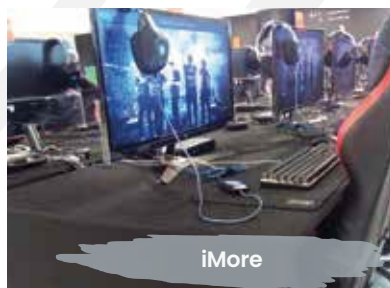
GYM



Library



The Habitat



iMore



Residences



## MAHSA UNIVERSITY

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