

BACHELOR OF BUSINESS ADMINISTRATION

KPT/JPS(R/340/6/0177)(MQA/FA1541)06/22



MAHSA
UNIVERSITY

FACULTY OF BUSINESS, FINANCE AND HOSPITALITY



" Always follow your dreams, no matter how hard it is, because if we put our heart and effort into it, nothing is impossible! "

-Faez Fadhillah
- CEO and Co-Founder of Tripfez

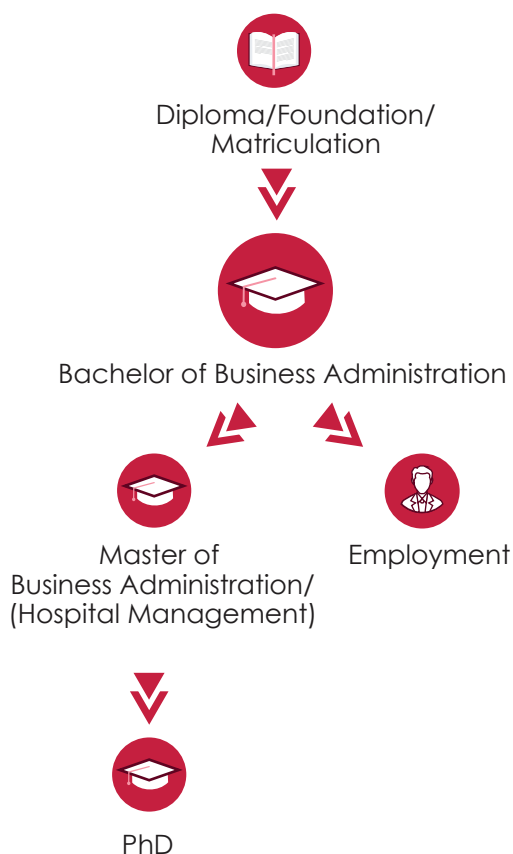


MAHSA University's Bachelor of Business Administration is a multifaceted and exciting 3-year undergraduate degree programme that primes its graduates for an exhaustive list of career options in the business arena and its peripheries, providing students with a sturdy foundation in the fundamentals principles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

Graduates will be expose with business knowledge and their career in varieties business such as business administration, business management, human resource management, banking, real estate, sales and marketing, manufacturing trade.

Students will be studying Accounting, Business Law and Ethics, Economics, Finance, Marketing, Human Resource Management, Information Technology, Operations Management, International Business, Organisational Behaviour, Strategic Management, Business Statistics, Financial Mathematics and Operations Research.

PROGRESSION PATHWAY



MAHSA360



During their time at MAHSA University, we want to provide all of our students with the opportunity to develop qualities, skills and understanding that go beyond the disciplinary expertise and prepare them for the next steps in their chosen careers.

MAHSA360 is the ecosystem that works to ensure every single student is nurtured and supported throughout the student journey.

PROGRAMME STRUCTURE

YEAR 01

Principles of Accounting
Business Mathematics
Business Communication
Microeconomics
Principles of Management
Macroeconomics
Office Application Software
Principles Marketing
Business Statistics
Quantitative Analysis
Introduction To Business
Principle of Finance

YEAR 02

Entrepreneurship
Costing
Ethics, Governance & Accountability
Commercial Law
Knowledge Management
Management Information System
Organizational Behaviour
Financial Management
Human Resource Management
Management Accounting
Marketing Management
Company Law
Operations Management
Elective 1

YEAR 03

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

GENERAL MODULES

Entrepreneurship
Youth Development
Community Work

Local Students
Bahasa Kebangsaan A
Tamadun Islam dan Tamadun Asia (TITAS)

International Students
Bahasa Melayu Komunikasi 2
Malaysian Studies 3

ELECTIVES

Quality & Change Management
Malaysian Economy
Personal Financial Planning
Credit Management

CONCENTRATION AREAS (MINOR)

(Choose FOUR from any ONE Area)

GENERAL

- Corporate Communications
- International Business
- Project Management
- Organisational Theory & Design

MARKETING

- Consumer Behaviour
- Internet Marketing
- Retail Management
- Marketing Research

FINANCE

- Business Valuations
- Islamic Banking & Finance
- Investments Analysis
- Financial Markets & Institutions

HUMAN RESOURCE MANAGEMENT

- Training & Development
- Performance Management
- Industrial & Labour Relations
- Strategic Human Resource Management

ENTRY REQUIREMENTS

Academic Qualifications

Matriculation / Foundation

Diploma

STPM

UEC

Others

Requirements

Pass with a minimum CGPA 2.00; or

Pass related field with a minimum CGPA 2.00

Pass with a minimum CGPA 2.00 in any 2 and pass in SPM Mathematics and English

Pass with a minimum grade B in 5 subjects

Recognised Malaysian qualifications or their equivalent

MUET	IELTS	TOEFL
Band 3	5.5	550

English Proficiency

CAREER OPPORTUNITIES

Business Administrative Executive

Business Development Executive

Finance Executive

Marketing Executive

Human Resource Executive

Strategic Management & Operation Executive

Corporate Planning Executive

THE VALUE-ADDED ECOSYSTEM



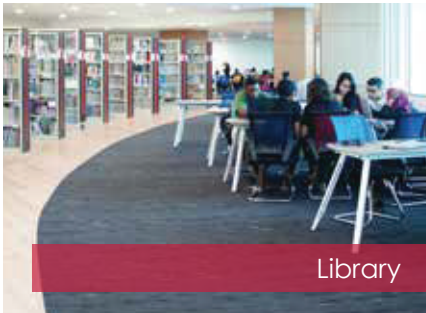
STUDENTS MOBILITY PROGRAMME

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



MASTER CLASS PROGRAMMES

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.



Library



The Habitat



Student Success Centre



Lecture Hall



Global Business Centre



Problem Based Learning



www.mahsa.edu.my

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