



# AMC UNIVERSITY COLLEGE

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DIPLOMA | BACHELOR | MASTER | DOCTORATE

UNDERGRADUATE  
PROGRAMME



## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

N/0414/6/0308 | MQA/PA17678

- ✓ Fully accredited by Malaysian Qualification Agency (MQA)
- ✓ Approved by Ministry of Higher Education
- ✓ Education Loans & Scholarships Available!

### PROGRAMME OVERVIEW

The Bachelor of Business Administration provides a broad understanding of various business disciplines such as finance, marketing, and operations. Students gain a versatile skill set applicable to numerous industries, preparing them for diverse career opportunities. This program emphasizes a holistic approach to business knowledge and management.

### DURATION

3 years

### INTAKES

January, June, September

### CAREER OPPORTUNITIES

- Business Manager
- Administrative Manager
- Operations Manager



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☎ 088 235 218

🌐 [www.amc.edu.my](http://www.amc.edu.my)

### AMC UNIVERSITY COLLEGE

Lot 43 - 44, 1st Floor,  
Likas Square Commercial Centre  
Jalan Istiadat, Likas, 88400 Kota Kinabalu, Sabah

No. Kelulusan Penubuhan: JPT/BPP(D)1000-701/136, No. Perakuan Pendaftaran: DKU053(s)

## ENTRY REQUIREMENT

ENTRY LEVEL	BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
STPM	A pass in STPM with at least Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification
STAM	A pass in STAM with at least Grade Jayyid (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification
UEC	A pass in UEC with at least Grade B in any 5 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification
FOUNDATION	Foundation with at least CGPA of 2.00
MATRICULATION	Matriculation with at least CGPA of 2.00
DIPLOMA	A Diploma (Level 4, MQF) or Advance Diploma (Level 5, MQF) with at least CGPA of 2.00
DKM / DLKM / DVM	A DKM / DLKM / DVM, subjected to HEP Senate/Academic Board's approval
OTHERS	Other equivalent qualifications recognised by the Malaysian Government with minimum CGPA of 2.00
INTERNATIONAL	Minimum Band 3 in MUET / CEFR Low B2

## PROGRAMME MODULES

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Penghayatan Etika dan Peradaban</li> <li>Bahasa Melayu Komunikasi 1</li> <li>Principles of Management</li> <li>Principles of Accounting</li> <li>Introduction to International Business</li> <li>Organizational Behaviour</li> <li>Principles of Marketing</li> <li>Falsafah dan Isu Semasa</li> <li>Bahasa Kebangsaan A</li> <li>Management Information System</li> <li>Microeconomics</li> <li>Organizational Infostructure</li> <li>Human Resource Management</li> <li>Kursus Integriti dan Anti Rasuah</li> <li>Digital Marketing</li> <li>Business Communication</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Introduction to Business Intelligence</li> <li>Business Ethics</li> <li>Financial Management</li> <li>Training and Development</li> <li>Operations Management in Services</li> <li>Digital Entrepreneurship</li> <li>Quantitative Methods</li> <li>Small Business Management</li> <li>Lean Manufacturing and Six Sigma</li> <li>Production and Operations Planning</li> <li>Students Social Responsibility</li> <li>E-Commerce</li> <li>Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Quality Management</li> <li>Global Issues in Logistics and Supply Chain</li> <li>Inventory Management</li> <li>Elective 1</li> <li>Elective 2</li> <li>Business Research Method</li> <li>Project Paper and Seminar</li> <li>Introduction to FinTech</li> <li>Organizational Management</li> <li>Strategic Management</li> <li>Industrial Training</li> </ul>



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