

BBM

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

Flexible & Personalised Learning

- Online/blended learning approach: Independent + Supported Learning
 - Independent Learning – Access online materials anytime anywhere
- Supported Learning – monthly scheduled workshops and web conferences
 - Learn at your own pace

Flexible Payment

- EPF withdrawal/claim
- Individual income tax relief for education
- CIMB Bank 0% interest installment plan
- Pay based on courses enrolled

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

The Bachelor of Business Management (Hons) is designed to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. It prepares you in all aspects of business operations and management through a perfect balance of conceptual academic structure and hands-on practical experience.

Adult learners study mostly online and attend intensive revisions at their nearest authorised SEGi location once a month via our Blended Learning Approach that is customised to your needs. Study at your own pace and from anywhere, anytime, maintaining your work-life balance. Obtain a full SEGi University qualification similar to those who study full time. You will also get to meet and network with your peers to share experience and establish contacts.

CAREER OPPORTUNITIES

You will gain access to a wide range of positions in the business sectors. Generally, you can enjoy strong demand from various industries for your skills and knowledge and earn matching compensation.

ENTRY REQUIREMENTS

Year 1 Entry

- A pass in STPM, with a minimum Grade C [CGPA of 2.00] in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification; OR
- A pass in STAM, with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR
- Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR
- Matriculation/ Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification
- Unified Examination Certificate (UEC) with at least B's in 5 subjects
- Any other equivalent qualification recognised by the Malaysian Government

Note: The requirement for Mathematics and English at SPM level can be exempted if the relevant qualification (1 & 2) has Mathematics and English subjects and the student has obtained a grade which is equivalent/ above the requirement at SPM level.

Year 2 Entry

- Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF)
- Any other equivalent qualification recognised by the Malaysian Government

AWARDING BODY

SEGi University

DURATION

Year 1 Entry : 3 – 6 years

Year 2 Entry : 2 – 4 years

PROGRAMME MODULES

Year 1

- Personal Development and Communications Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Information Technology & Systems
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Business Communication
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Environmental Management and Technology

Year 3

- Business Ethics
- Business-Government Relations
- Management Accounting
- Human Resource Management
- Corporate Finance
- Entrepreneurship
- Business Research Project
- Strategic and Change Management
- International Finance: Markets & Management
- Operation and Quality Management
- Corporate Strategy

MPU

- MPU 1 (TITAS for local students or Bahasa Melayu Kebangsaan 2 for international students)
- MPU 2 (Hubungan Etnik for local students or Malaysian Studies 3 for international students)
- MPU 3 (Bahasa Kebangsaan A for those without credit in SPM BM or Effective Listening)
- MPU 4 (Personal Health Management)
- MPU 5 (Co-curriculum Management)

R/345/6/0522 KD CAMPUS



SEGi
University
Online



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