

# **BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)**



## PROGRAM BRIEF

*The programme is designed to provide students with the knowledge, skills and competencies required to excel as executives of business administration and management in dynamic environment of the digital economy.*

*This programme imparts knowledge of best practices and transferable skills in business. It is a unique programme that integrates the fundamentals of business knowledge, business skills and management capabilities that will ensure our graduates to be most competent with the Fourth Industrial Revolution skills in the global workplace.*

*The programme is designed for maximum flexibility and crucially important to expose students with business from a global and digital transformation perspective.*

## Programme Highlights

- ✓ *The programme is internationally benchmarked, approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.*
- ✓ *Interactive learning activities, assignments, online discussions.*
- ✓ *Easy access to myPLS anytime, anywhere, any device.*
- ✓ *Access to the physical and digital library comprising of around 190,000 e-books, 95,000 e-journals, and 2.4 million e-theses titles accessible anywhere anytime.*

## Learning Outcomes

- ✓ *Assess in-depth theories and concepts in business administration.*
- ✓ *Apply in-depth and comprehensive business knowledge to manage complex problems in business organisations using different approaches.*
- ✓ *Organise task ethically and flexibly within business organisations.*
- ✓ *Demonstrate effective written and oral communication and collaborative skills with diverse stakeholders.*
- ✓ *Apply relevant digital skills in the workplace*
- ✓ *Analyse numerical and graphical data to assist decision- making in workplace.*
- ✓ *Demonstrate leadership skills and responsibility in managing business organisation.*
- ✓ *Identify self-improvement for academic and career development.*
- ✓ *Demonstrate broad entrepreneurship skills in resolving business problems*

- ✓ Advanced Level – 3 Passes
- ✓ Diploma
- ✓ International Foundation Program (IFP)

## DURATION

3 Years

## DELIVERY

Part Time

## MODULES

### CORE SUBJECTS

1. Principles of Management
2. Business Mathematics
3. Introduction to Financial Accounting
4. Principles of Marketing
5. Business Statistics
6. Business Analytics
7. Microeconomics
8. Introduction to Finance
9. Human Resources Management
10. Macroeconomics
11. Organizational Behavior
12. Entrepreneurship in the Digital Age
13. Sustainable Development
14. Operations Management
15. Business Law
16. Management Information System
17. International Business
18. Business Research Method
19. Strategic Management

### ELECTIVE SUBJECTS

Choose four(4) only

1. Service Quality Management
2. Business Communication
3. Event Management
4. Record Management
5. Project Management
6. Industrial Training or Project Paper

### CONCENTRATION SUBJECTS

Choose one(1) only

1. Marketing and E-Commerce
  - Consumer Behavior and Segmentation
  - Digital Marketing and Channel Management
  - Integrated Marketing Communication
  - Product Development and Pricing Strategy
  - Advertising and Direct Marketing
  - International Marketing
2. Finance
  - Financial Technology (\*new)
  - Islamic Financial System
  - Cost Accounting
  - Corporate Finance
  - Investment Analysis
  - Financial Markets and Institutions
  - International Finance
3. Supply Chain Management (\*new)
  - Production Planning and Control
  - Logistics & Supply Chain Management
  - Purchasing Supply Management

### GENERAL SUBJECTS

1. Applicable to Malaysian Students only
  - Islamic and Asian Civilisations
  - Ethnic Relations
  - Academic Writing
  - Comparative Ethics
  - Social Responsibility Project
2. Applicable to International Students (in Malaysia)
  - Academic Writing
  - Comparative Ethics
  - Social Responsibility Project
  - Malaysian Studies 3
  - Malay Language for Communication 2
3. Applicable to International Students (Abroad)
  - Academic Writing
  - Comparative Ethics
  - Social Responsibility Project
  - Fundamental of English Grammar
  - The Web Economy
4. University Compulsory Subjects
  - Information Literacy and Research Skills 2
  - Entrepreneurship in Asia
  - Asian Studies



## CAREER OPPORTUNITIES

- Marketing
- Sale
- Brand Development
- Logistics
- Entrepreneurship

### HOW TO REGISTER

**Step 1:** Click the link below and fill the registration form

**Step 2:** Make the payment for below account details and send the payment receipt:

Account Name: CICRA CAMPUS (Pvt) Ltd.  
Account Number: 0009 1000 8366  
Bank: Sampath Bank PLC  
Branch: Nawam Mawatha

**Step 3:** Submit below documents along with the payment receipt to complete the registrations. All documents should be English and in PDF format with proper titles. (eg- Shehan - ID copy)

1. Sign the student agreement provided by the CICRA student counselor
2. NIC/ Valid passport
3. 1 Passport size coloured photograph
4. O/L or A/L transcript

**Step 4:** You will receive the payment acknowledgement from the finance team within 1 working day

**Step 5:** Academic department will share the login credentials before the course commencement with training instructions

CLICK HERE TO

# REGISTER

## AWARDS



E Swabhimani Award for Business & Commerce 2020 | Microsoft Partner of the year 2022 - Raising Azure Technology Award | National ICT award (NBQSA) 2021  
EC Council Circle of Excellence award | Best Client Delivery Innovation - Regional winner - Western Province | Best Client Delivery Innovation - National winner  
Best Disruptive product Innovation - Regional winner - Western Province | Best Disruptive product Innovation - National winner

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