

## PROGRAMME DESCRIPTION

The Bachelor (Hons) in Business Administration program of Lincoln University College, Malaysia is designed to equipped students with technical and managerial skills which aim towards building future professionals rather than mere degree holders. The structure of the program is so planned that it prepares the students to imbibe holistic education and necessary skills. Throughout the coursework students get an opportunity to learn the various aspects of International Business strategy and achieve the basic managerial skills and communications skills. Our demanding Bachelor (Hons) in Business Administration program focuses on enhancing the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors at an undergraduate level. This program is a foundation for students who may want to pursue higher education in India or internationally.

## PROGRAMME AIM

The Bachelor (Hons) in Business Administration program aims at developing a student's decision making ability in real time business situations, operational and analytical skills in students to tackle business problems in different sectors. The program helps students to understand different business environments in which various organizations operate. The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts those are indispensable to work in different type of organizations in diverse.

## PROGRAMME DURATION

Full Time : 36 Months  
Part Time : 54 Months

## INTAKE AND ENTRY REQUIREMENTS

March, July, November

- i. Pass in Sijil Tinggi Persekolahan Malaysia (STPM) or equivalent with at least Grade C (NGMP 2.0) in two (2) subjects and passed Mathematics and English at SPM level; or
- ii. Pass in the Unified Examination Certificate (UEC) with at least Grade B in five (5) subjects and passed subjects including Mathematics and English; or
- iii. Pass in Matriculation/ Foundation from IPTA/ IPTS with at least CGPA 2.00 out of 4.00 or equivalent qualification, or
- iv. Qualification equivalent to a Diploma or Advanced Diploma (Level 4 or 5, MQF) with a minimum CGPA of 2.00; or
- v. APEL Pathway - Candidates must be 21 years of age or older in the year the application is made, have relevant work experience to PASS the APEL assessment conducted by MQA (HEP is subject to the APEL student intake quota policy which is a maximum of 5% of the total student population at a time).
- vi. Other qualifications recognized as equivalent by the Malaysian government.

International students must obtain a score of 5.5 for the International English Language Testing System (IELTS) or equivalent.



Call us:

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+603 78063478 (International)

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## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl.No.	Subject Name
1	English 1
2	English for Professional Purpose
<b>Elective (Choose any one module from the following):</b>	
3	Islamic Civilization and Asian Civilization
4	Malay Communication 3
5	Principles of Management
6	Introduction to Accounting
7	Fundamental of Computer Principles & Programm
8	Organizational Behavior
9	Principles of Marketing
10	Internet Fundamental & Applications
11	Entrepreneurship
12	English II
13	Sociology
14	Business Organization
15	Business Law
<b>Elective (Choose any one module from the following):</b>	
	Ethnic Relations
17	Malaysian Studies 3
18	Microeconomics
19	Project Management
20	Introduction to Financial Accounting
21	Consumer Behavior
22	Company Law
23	E-Commerce
24	Malaysian Government and Public Policy
25	Business Ethics
26	Quantitative Methods
27	Management Information System
28	International Business Management
29	Macroeconomics
30	Leadership Skills and Human Relation
31	Community Service
32	Human Resources Management
33	Production & Operation Management
34	Retail Management (RM)
35	Event Management
36	Marketing Management
37	Logistics and Supply Chain Management (LSCM)
38	Target Economic Region
39	Psychology
40	Strategic Management
41	Innovation Management for Global Competitiveness
42	TQM and Six Sigma (TSS)
43	Business Research Methods
44	Marketing Research
45	Multinational Enterprise
46	Bachelor's Thesis



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