

Programme Structure

Bachelor of Business (Entrepreneurship) (Hons)

<u>Year 1</u>	<u>Credit hours</u>
ACC101 Financial Accounting 1	4
ACC103 Management Accounting 1	4
ECO101 Principles of Microeconomics	4
ECO102 Principles of Macroeconomics	4
ITC101 Information Technology for Business	4
LAW101 Business Law	4
MGT101 Principles of Management	4
MKT101 Principles of Marketing	4
QBM101 Business Statistics	4
<u>Year 2 & 3</u>	
Compulsory	
FIN201 Business Finance	4
HRM201 Managing Human Resources	4
MGT200 Small Business Management	4
MGT203 Business Research	4
MGT204 Asian Entrepreneurship & Innovation	4
MGT206 Introduction to Entrepreneurial Behaviour	4
MGT207 New Venture Creation	4
MGT208 Franchising	4
MGT307 Strategic Planning For Entrepreneurs	4
MGT310 Corporate Venturing	4
MGT311 Entrepreneurship Business Plan	4
MKT305 Strategic Marketing Relationship	4
MGT400 Graduation Project	6
Electives (Choose 2 Year 3 subjects and 2 subjects from Year 2 or 3)	
ACC201 Management Accounting 2	4
BIP300 Business Internship Programme	6
ECO203 International Economics	4
LAW305 International Business Law	4
MGT205 Asian Business Environment	4
MGT300 Managing People Across Cultures	4
MGT304 Strategic International Business Management	4
MGT305 Business Ethics & Social Responsibility	4
MKT302 Strategic Global Marketing	4

To do 2 MPU1 subjects		
MPU3123	Tamadun Islam dan Tamadun Asia (Local)/	3
MPU3173	Pengajian Malaysia 3 (International)	3
MPU3113	Hubungan Etnik (Local)/	3
MPU3143	Bahasa Melayu Komunikasi 2 (International)	3
To choose at least 1 MPU2 subject		
MPU3233	Leadership in Business	3
MPU3213	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)	3
To choose at least 1 MPU3 subject		
MPU3313	Comparative Ethics for Malaysia	3
MPU3323	Malaysian Constitution	3
MPU3333	Malaysian Digital Transformation	3
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia	3
MPU3353	Personal Financial Planning in Malaysia	3
To choose at least 1 MPU4 subject		
MPU3412	Co-curriculum – Sports 2	2
MPU3422	Co-curriculum – Community Service 2	2
MPU3432	Co-curriculum – Event Management 2	2