

# Bachelor of Business Management (Honours)

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(N/340/6/0817) (01/28) (MQA/PA14208)

The Bachelor of Business Management (Honours) programme offers students a degree that prepares them to take on the Fourth Industrial Revolution (IR4.0). This three-year programme is specially designed to empower graduates with the skill sets necessary to survive and thrive in the increasingly challenging digital world of business.

Students who enrol for the programme will acquire real life business experience through a four-month industrial training and work integrated learning business management projects. The industry readiness of graduates of this programme will benefit their future clients, organisations, communities, and society at large. Graduates of HCUC's Bachelor of Business Management (Honours) will also be able to embark on postgraduate studies in business administration, management, marketing and finance should they decide to pursue an academic career.

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## Career Opportunities

This programme is designed to prepare graduates for exciting and challenging professions in business industries. These professional positions include being a financial analyst, marketing manager, sales manager, business analyst, business consultant, corporate communication executive, entrepreneur, social media and marketing manager, human resource manager, project manager, administrative executive, business development manager or educator.

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## Pathways

Postgraduate studies in related fields.

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## Internship

Yes (4 months)

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## Entry Requirements

- Diploma in Business Management or equivalent
  - Foundation/STPM/STAM/UEC/A-Levels or equivalent
  - Pass in Mathematics and English in SPM/ UEC\*
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## Duration

Full Time - 3 years

Part Time – 5 years and 9 months

Diploma in a related field – 2 years  
(subject to credit transfer granted)

## Year 1

Microeconomics  
Macroeconomics  
Introduction to Management  
Introduction to Marketing  
Quantitative Methods for Business  
Human Resource Management  
Business Law  
Business Ethics  
Business Information System  
Business Accounting  
Organisational Behaviour  
Operations Management  
Business Communication  
Negotiation Skills/ Bahasa Kebangsaan A  
Religious Philosophy

## Year 2

Entrepreneurship and Small Business Management  
Strategic Management  
International Business  
Hubungan Etnik/ Pengajian Malaysia 3  
Tamadun Islam dan Tamadun Asia/ BM Komunikasi 2  
Self-development  
Academic Writing

### Specialisation in Marketing

Business Research Method  
Consumer Behaviour  
Digital Marketing  
Integrated Marketing Communication  
Dissertation A

### Specialisation in Finance

Business Research Method  
Maintaining Financial Records  
Business Finance  
Corporate Finance 1  
Dissertation A

## Year 3

Industrial Training  
Electives

### Specialisation in Marketing

Product and Service Innovation Management  
Service Marketing  
Retail Marketing Management  
Dissertation B

### Specialisation in Finance

Corporate Finance 2  
Financial Markets and Institutions  
Islamic Finance  
Dissertation B

### Electives (Marketing)

Business Marketing  
Brands and Branding  
Crisis Communication  
Customer Relationship Management

### Electives (Finance)

Financial Accounting  
International Finance  
Management Accounting  
Money and Banking