



# MANAGEMENT **AND** MARKETING



Bridging digitalization and exceptional talents for a  
reimagined future

# KNOW MARKETING & MANAGEMENT IN THE WORLD OF BUSINESS

Marketing and management strategies are used widely, and involve creating communication and value for a product or service. Consumer trends move at a heightened pace, and therefore it is imperative that research and data analysis on pricing, methods of promotion, location, logistics and human resources are being conducted consistently.

In world where options are numerous and public opinion counts, marketing and management experts have to learn to develop strategies that are in line with the times, that take into account brand penetration, market development, product improvement as well as diversification of services.

Marketing and management involve many areas of study, with each part enhancing the understanding of how a product or service should be managed and marketed. These areas of study include advertising and brand management, statistics and customer behaviour, as well as areas such as international business and business communication.

Business courses such as marketing and management are some of the most popular worldwide, at both the undergraduate and graduate level. These courses range from broad and comprehensive to focussed specialisations. One reason for the popularity of these programmes are their extensive appeal in the corporate world and their adaptability in various areas of business.

Students pursuing marketing and management programmes should be primed for a truly enriching journey of the business world, learning skills and accumulating knowledge that will equip them to be significant contributors to businesses, companies and economies.

## WE OFFER

### Diploma in Business Administration

JPT/BPP(R3/0414/4/0153)04/29, (MQA/A4997)

This established and internationally recognised Diploma programme develops the understanding of the business environment and equips students with the skills and knowledge in business. Students will also be introduced to the fundamentals of business administration, economics, business management, marketing, business law, finance and business communications.

### B.B.A (Honours) in Human Resource Management

JPT/BPP(R3/0414/6/0036)08/28, (MQA/A9108)

This course is designed to provide students with the vital knowledge, skills, techniques and expertise focusing on the management of the most vital asset in an organisation. Here, students would be trained to become qualified and competent professionals in Human Resource Management and would also learn how to create a working environment in which employees will be motivated and productive.

### Bachelor of Business Administration (Honours)

JPT/BPP(R3/0414/6/0038) 08/28, (MQA/A9106)

This is a broad-based programme, which gives equal emphasis on all the various disciplines in the field of business. It is a carefully integrated combination of general education and business studies where students will be provided with a solid foundation in business and, upon graduation, will be trained to function in a comprehensive business environment.

### B.B.A. (Honours) in International Business

JPT/BPP(R3/0414/6/0035) 08/28, (MQA/A9109)

This programme aims to expose students to the concepts of international business, focusing on the issues that affect the success of companies operating in the international area. Students will learn to think in the business context of another trading nation and study how business is carried out across a wide range of newly emerging markets.

### B.B.A (Honours) in Marketing

JPT/BPP(R3/0414/6/0037) 08/28, (MQA/A9111)

This programme will equip students with solid grounding to enable students to enter the exciting world of marketing. Coupled with industry-relevant modules that reflect the best current practices, students will be trained to think logically and critically to effectively manage the marketing role in any business environment.

### Bachelor of Commerce (Honours) in International Business ODL

JPT/BPP(N-DL/0414/6/0091) 09/28, (MQA/PA16716)

Bachelor of Commerce (Honours) in International Business - Open Distance Learning (BCIB-ODL) programme offers specialised studies and a strong international business foundation in areas like management, marketing, HR, and finance. This programme also prepares students for managerial roles in international business. Students will be immersed in real-world experience through internships while cultivating their interpersonal, negotiation, and leadership skills. Students will also be tactical in both local and global strategies by the end of their study.

### Bachelor of Business Administration (Honours) in Digital Marketing

JPT/BPP(N3/0415/6/0026) 12/28, (MQA/PA16843)

Bachelor of Business Administration (Honours) in Digital Marketing is a course where student will learn about Digital Marketing in detail. Decipher and analyse the consumer's behaviour and applying into actionable business data which directly opens up the avenue of new business prospects.

## RENOWNED RECOGNITION

Business programmes at Nilai University have professional recognition. Graduates of the university are entitled to several exemptions in gaining the professional certifications.



Graduates who complete the Human Resources Management for Practitioners Course will be awarded the Professional Certificate in Human Resources Management (PCHRM) by the Malaysian Institute of Human Resource Management.



*Business is Marketing*

Institute of Marketing Malaysia will grant exemptions for three course subjects – Marketing Research, Integrated Marketing Communications and Marketing Strategy for students who want to enrol for the Certified Professional Marketer (Asia) programme.





# POPULAR CAREERS

With a Business degree, students gain a broad spectrum of knowledge. Students who specialise in a particular Business field such as Finance, Marketing or Management then gain advanced knowledge of related courses and familiarise themselves with the standard business curriculum. The following are highlights of areas of study and careers in high demand.



- **Business**

The broad areas of business involve elements of accountancy, finance, marketing, organisational studies and economics, providing plenty of career opportunities to Business students.

- **Human Resource Management**

There is a continuous need for young blood to join in the management process of human resources, covering these tasks: recruitment, hiring, training, employee benefits, compensation, job enrichment, relocation, performance, termination and outplacement.

- **International Business**

There are plenty of career opportunities in foreign trade for commercial transactions between regions, countries and nations. Graduates can explore accounting, finance, marketing, transportation and logistics, and management information systems.

- **Management**

Careers in management involve coordinating the joint efforts of people to accomplish objectives while utilising resources. Business graduates interested in planning, directing and coordinating supportive services are encouraged to apply for a management job.

- **Marketing**

As a broad field in Business, graduates can choose to pursue a career in advertising, brand management, market research. They must possess the crucial skill of communicating the value of a product or service to prospective customers effectively.





# BUSINESS CAREERS

## Employed Locally / Abroad

### Sales & Marketing

Their typical duties revolve around setting targets and objectives for the team of sales representatives. They also develop and plan training programmes and a standard sales process to ensure the team adheres to it accordingly.

### Human Resources Executive

They enforce management guidelines by planning and implementing new policies and practises in an organisation. They also take charge of other human resource elements such as employee compensation, training and development and recruitment.

### Advertising Executive

They are in charge of the supervision and promotion of client campaigns. They track the costs, communicate with clients and develop a strategy to deliver the best results for the clients.

### Entrepreneurs

Going into business and creating your own product or service is an exciting use of your marketing and management degree. Business owners create employment, and are considered innovators who develop, organise and operate a business for profit, while fulfilling the needs of their customers.

## Other Career Options

- Public Relations Specialist
- Educator
- Brand Specialist
- Digital Marketing Specialist
- Content Marketing Specialist
- Communications Executive

## Bachelor Program

- Business Researcher
- Human Resource Manager
- Business Consultant
- Marketing Manager
- International Brand Manager
- Business Development Manager
- International Marketing Manager
- Multinational Manager
- Business Development Manager
- International Trade and Customs Manager
- International Foreign Policy Advisor

## Diploma Program

- Sales Associate
- Financial Planner
- Administrative Officer
- Customer Service Representative
- Business Consultant

# ACADEMIC PROGRESSION



# PROGRAMME MODULE

## Foundation in Business

JPT/BPP(R3/0011/3/0072) 04/29, (MQA/A4995)

The Foundation in Business programme encompasses a range of subjects that provide a holistic introduction to the fundamental aspects of business operations, management and entrepreneurship. The curriculum is carefully crafted to strike a balance between theoretical knowledge and practical skills, ensuring that students are well-prepared to navigate the complexities of the business world.

### Duration:

Full Time: 1 year

### Key Courses

#### Core Subjects

- English Language Proficiency
- Introduction to Accounting
- Business Economics I
- Mathematics
- Introduction to Academic English
- Introduction to Finance
- Foundation of Statistics
- Academic English

#### Elective Subjects

- Introduction to Management / Introduction to Hospitality Industry
- Introduction to Business
- Introduction to Information Technology
- Basic Programme Design/ Introduction to Programming / Introduction to Customer Service
- Business Economics II
- Field Trips and Study Tour / Co-curriculum
- Advanced Mathematics / Introduction to Marketing

\*Periodic changes are made as part of continuous improvements.

\*\*\* Student who do not have credit in Bahasa Melayu at SPM level, must take Bahasa Kebangsaan A course as an MPU course.





# PROGRAMME MODULE

## Diploma in Business Administration

JPT/BPP(R3/0414/4/0153)04/29, (MQA/A4997)

This established and internationally recognised Diploma programme is designed to develop your understanding of the business landscape and equips you with the essential skills and knowledge in business. Explore the fundamentals of business administration, economics, business management, marketing, business law, finance and business communications. You will be trained to analyse and record transactions and communicate financial data for management decision making, preparing you to navigate and gain valuable insights to the future of business.

### Duration:

Full Time: 2 years

### Key Courses

#### Year 1:

##### Core Modules

- Fundamentals of Financial Accounting
- Fundamentals of Finance
- Fundamentals of Cost Accounting
- Fundamentals of Personal Finance
- Statistical and Mathematical Modelling
- Basic Business Administration
- Fundamentals of Management
- Organisational Behaviour
- Law for Business
- Principles of Microeconomics
- English Language Proficiency
- Introduction to Academic Writing

#### Year 2:

##### Core Modules

- Introduction to Information Technology
- Principles of Macroeconomics
- Principles of Marketing
- Business Ethics
- Human Resources Management
- Business Strategies
- Managing Business Operations
- Developing Management Capabilities
- Marketing Management
- E-Commerce
- Business Communication
- Managing Information System
- Principles of Entrepreneurship
- Human Resource Development
- Supply Chain Management

#### Compulsory Modules

- Penghayatan Etika dan Peradaban (Malysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)
- Integrity and Anti-Corruption
- Co-curriculum

\*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours)

JPT/BPP(R3/0414/6/0038) 08/28, (MQA/A9106)

Embark on a comprehensive journey into the world of business with Nilai University's B.B.A. (Honours) programme. This broad-based programme, gives equal emphasis on all the various disciplines in the field of business. Designed to offer a well-rounded education, this programme carefully integrates general education with business studies. This programme is well suited for those seeking expertise in the general business and management area. You will be provided with a solid foundation in business and, upon graduation, will be trained to function in a comprehensive business environment. From Accounting to Business Law and Ethics, you'll explore a variety of business subjects essential for success in the business landscape.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management
- Human Resource Management
- Business Ethics and Social Responsibilities

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Human Resource Development
- Strategic Management
- Marketing Management
- Entrepreneurship
- E-Commerce
- International Business
- Business Analytics
- Logistics and Supply Chain Management
- Business Research Methods

#### Year 3:

##### Core Modules

- Student may choose any ten specialization subjects
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours) in Marketing

JPT/BPP(R3/0414/6/0037) 08/28, (MQA/A9111)

Marketing is a critical business pillar which plays a pivotal role in the success of many organisations. This programme places heavy emphasis on marketing theories and concepts to empower students to become effective marketers. Aimed to equip you with solid grounding in marketing principles to prepare you to enter the dynamic world of marketing. Coupled with industry-relevant modules that reflect the latest best practices, you will be trained to think logically and critically to effectively manage the marketing role in any business environment.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management
- Human Resource Management
- Business Ethics and Social Responsibilities

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Business Research Methods
- Marketing Management
- Entrepreneurship
- E-Commerce
- International Business
- Business Analytics
- Logistics and Supply Chain Management
- Consumer Behaviour
- Global Talent Management

#### Year 3:

##### Core Modules

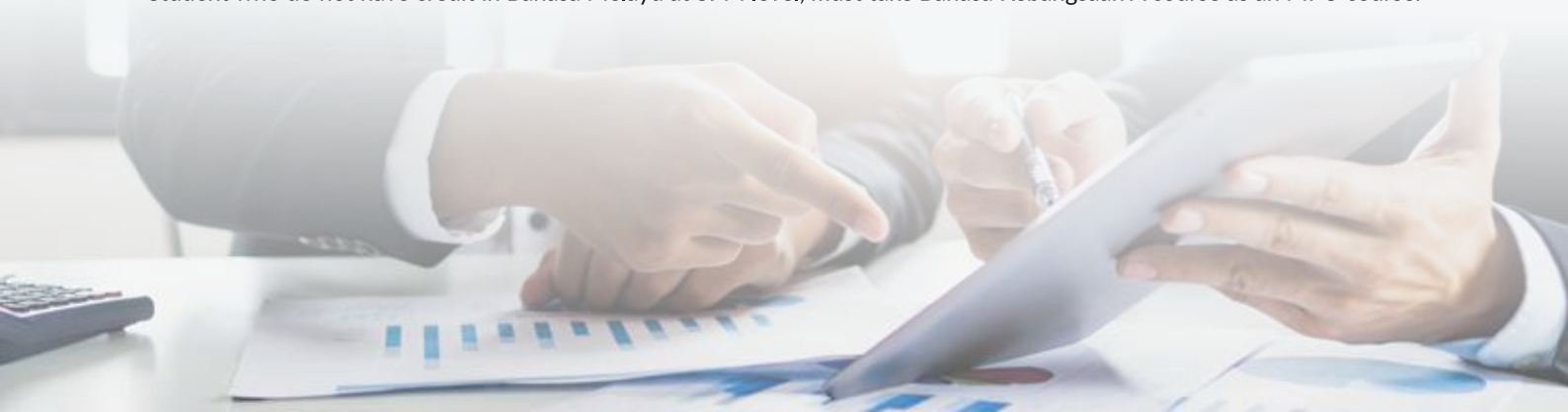
- Strategic Management
- Marketing Research
- Global Marketing
- Industrial Relations
- Sales Management
- Retailing
- Strategic Marketing
- Perspective of Marketing Communications
- Business Project Plan
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours) in International Business

JPT/BPP(R3/0414/6/0035) 08/28, (MQA/A9109)

As the global marketplace expands, there is a growing demand from employers worldwide for global managers. This programme aims to expose you to the concepts of international business, focusing on the challenges and opportunities faced by companies operating on an international scale. You will learn to think in the business context of another trading nation and study how business is carried out across a wide range of newly emerging markets. Gain insights of the diverse business practices of the more affluent nations and acquire new techniques arising from working with people with a wide array of business cultures.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Strategic Management
- Marketing Management
- Entrepreneurship
- E-Commerce
- Human Resource Management
- Human Resource Development
- Consumer Behaviour
- Global Marketing
- Leadership
- International Business Law
- Business Process Management

#### Year 3:

##### Core Modules

- International Business
- Business Analytics
- Logistics and Supply Chain Management
- Global Talent Management
- International Finance
- Business Research Methods
- International Management
- Business Ethics and Social Responsibilities
- Business Project Plan
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours) in Human Resource Management

JPT/BPP(R3/0414/6/0036) 08/28, (MQA/A9108)

Nilai University's B.B.A. (Honours) in Human Resource Management is designed to provide you with the vital knowledge, skills, techniques and expertise focusing on the management of the most vital asset in an organisation, the people. These individuals contribute to achieving the set objectives of an organisation. Here, you would be trained to become qualified and competent professionals in Human Resource Management and also adapt in creating motivating and productive work environment.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management
- Human Resource Management
- Business Ethics and Social Responsibilities

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Business Research Methods
- Marketing Management
- Entrepreneurship
- E-Commerce
- International Business
- Business Analytics
- Logistics and Supply Chain Management
- Consumer Behaviour
- Global Talent Management

#### Year 3:

##### Core Modules

- Business Research Methods
- Leadership
- Organizational Theory and Design
- Human Resource Development
- Human Resource Planning
- Recruitment and Human Resource Issues in Outsourcing
- Industrial Relations
- Human Resource Information System
- Health and Safety in Human Resources
- Compensation and Benefits
- Business Project Plan
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours) in Management

JPT/BPP(R3/0414/6/0035) 08/28, (MQA/A9109)

Opportunities for effective and professional managers range across all areas of business. This programme is meticulously designed to prepare you for a successful career in management. Learn the theory and practice for effective management, from mastering the methods of planning, organising, leading and controlling an organisation, to gaining valuable experience of current business management practices. You will also be equipped with high level personal skills and competencies, coupled with sound knowledge and adaptability to change for you to succeed in today's competitive business environment.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management
- Human Resource Management
- Business Ethics and Social Responsibilities

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Business Research Methods
- Marketing Management
- Entrepreneurship
- E-Commerce
- International Business
- Business Analytics
- Consumer Behaviour
- Global Talent Management

#### Year 3:

##### Core Modules

- Strategic Management
- Human Resource Development
- Leadership
- Business Process Management
- Sales Management
- Organizational Theory and Design
- International Management
- Industrial Relations
- Business Project Plan
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Commerce (Honours) in International Business - ODL

JPT/BPP(N-DL/0414/6/0091) 09/28, (MQA/PA16716)

Bachelor of Commerce (Honours) in International Business - Open Distance Learning (BCIB-ODL) programme offers specialised studies and a strong international business foundation in areas like management, marketing, HR, and finance. This fully online programme also prepares students for managerial roles in international business. You will be immersed in real-world experience through internships while cultivating your interpersonal, negotiation, and leadership skills. By the end of the programme, you will have the capabilities to navigate both local and global business landscapes with finesse.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Introduction to Management Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Law for Business
- Principles of Management

#### Year 2:

##### Core Modules

- Personal Finance
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Strategic Management
- Marketing Management
- Entrepreneurship
- E-Commerce
- Human Resource Management
- Human Resource Development
- Consumer Behaviour
- Global Marketing
- Leadership
- International Business Law
- Business Process Management

#### Year 3:

##### Core Modules

- International Business
- Business Analytics
- Logistics and Supply Chain Management
- Global Talent Management
- International Finance
- Business Research Methods
- International Management
- Business Ethics and Social Responsibilities
- Business Project Plan
- Internship

### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# PROGRAMME MODULE

## Bachelor of Business Administration (Honours) in Digital Marketing (BBADM)

JPT/BPP(N3/0415/6/0026) 12/28, (MQA/PA16843)

Embark on a transformative journey in digital marketing with our Bachelor of Business Administration (Honours) in Digital Marketing. Deep dive into the intricacies of digital marketing as you decipher and analyse consumer behaviour and apply it into actionable business data. We offer industry-relevant curriculum: which are tailored to the rapidly evolving digital marketing industry, including the latest strategies, tools, and techniques. Students will also gain practical experience through live projects, marketing campaigns, and data analysis for real-world applications.

### Duration:

Full Time: 3 years

### Key Courses

#### Year 1:

##### Core Modules

- Introduction to Finance
- Introduction to Financial Accounting
- Quantitative Methods for Business
- Essentials of Information Skills
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Foundation of Business
- Business Communications
- Entrepreneurship
- Principles of Management
- Human Resource Management
- Business Ethics and Social Responsibilities
- International Business

#### Year 2:

##### Core Modules

- Law for Business
- Financial Technology
- Organisational Behaviour
- Digital Marketing
- Business Research Methods
- Marketing Management
- Business Process Management
- E-Commerce
- Management Information System
- Business Analytics
- Introduction to Management Accounting
- Strategic Management
- Ethics in Digital Marketing

#### Year 3:

##### Core Modules

- Marketing Research
- Global Marketing
- Affiliate Marketing
- Social Media Marketing
- Mobile & Email Marketing
- Strategic Marketing
- Perspective of Marketing Communications
- Search Engine Optimization and Minimization
- Web Analytics
- Internship

#### Compulsory Modules

- Co-curriculum
- Philosophy & Current Issues
- Penghayatan Etika & Peradaban (Malaysians)
- Bahasa Melayu Komunikasi 2 (International Students)
- Integrity and Anti-corruption
- \*\*\*Bahasa Kebangsaan A

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# ENGLISH REQUIREMENTS

## Foundation in Business

JPT/BPP(R3/0011/3/0072) 04/29, (MQA/A4995)

<b>SPM/SPMV</b>	Pass with at least credit in 5 subjects; or
<b>UEC</b>	Pass with at least Grade B in 3 subjects; or
<b>O-Level</b>	Pass with at least Grade C in 5 subjects; or its equivalence

## Diploma in Business Administration

JPT/BPP(R3/0414/4/0153)04/29, (MQA/A4997)

<b>SPM/O-Level</b>	Pass with at least Credit in any three (3) subjects; or
<b>STPM</b>	Pass with a Grade C (GP 2.00) in any subject; or
<b>UEC</b>	Pass with at least Grade B in three (3) subjects; or
<b>STAM</b>	Pass with minimum Grade of Maqbul (Pass); or
<b>SKM/SKK (Level 3)</b>	Pass in the related field; or
<b>Certificate (Level 3, MQF) in a related field</b>	Pass with a minimum CGPA 2.00; or its equivalence

# ENTRY REQUIREMENTS

## Bachelor of Business Administration (Honours)

JPT/BPP(R3/0414/6/0038) 08/28, (MQA/A9106)

## Bachelor of Business Administration (Honours) in Marketing

JPT/BPP(R3/0414/6/0037) 08/28, (MQA/A9111)

## Bachelor of Business Administration (Honours) in International Business

JPT/BPP(R3/0414/6/0035) 08/28, (MQA/A9109)

## Bachelor of Business Administration (Honours) in Human Resource Management

JPT/BPP(R3/0414/6/0036) 08/28, (MQA/A9108)

## Bachelor of Business Administration (Honours) in Management

JPT/BPP(R3/0414/6/0037) 08/28, (MQA/A9110)

## Bachelor of Commerce (Honours) in International Business - ODL

JPT/BPP(N-DL/0414/6/0091) 09/28, (MQA/PA16716)

## Bachelor of Business Administration (Honours) in Digital Marketing (BBADM)

PT/BPP(N3/0415/6/0026) 12/28, (MQA/PA16843)

<b>STPM</b>	Pass with a minimum Grade C (GP 2.0) in any two (2) subjects, and a pass in Mathematics and English at SPM level; or
<b>A-Level</b>	Pass with a minimum Grade D in any two (2) subjects and a pass in SPM Mathematics; or
<b>UEC</b>	Pass with a minimum Grade B in five (5) subjects and pass in Mathematics and English; or
<b>STAM</b>	Pass with a min Grade of Jayyid and pass in Mathematics and English at SPM level; or
<b>Foundation/ Matriculation</b>	Pass with a minimum CGPA of 2.00; or
<b>Diploma/ Advance Diploma (Level 4/5, MQF)</b>	Pass with a minimum CGPA of 2.00; or its equivalence

\*Pass in Mathematics at the SPM level can be waived should the qualifications contain an equivalent/ higher achievement.

\*\*Those without a pass in Mathematics / English at the SPM level or equivalent are required to attend special enhancement courses

Malaysian students with English as medium of instruction in their previous study or with MUET band 2 or equivalent can be exempted from pass at English at SPM level.



# ENGLISH REQUIREMENTS

## Foundation in Business

JPT/BPP(R3/0011/3/0072) 04/29, (MQA/A4995)

Linguaskill	160
MUET	3.0
IELTS	4.0
TOEFL	5 Ess (OL) / 30-31 (iBT)
Pearson	36
ELS	140
OET	106

## Diploma in Business Administration

JPT/BPP(R3/0414/4/0153)04/29, (MQA/A4997)

Linguaskill OL	154
MUET	3.5
IELTS	5.0
TOEFL	7.5 Ess (OL) / 40 (iBT)
Pearson	47
ELS	107

## Bachelor of Business Administration (Honours)

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JPT/BPP(R3/0414/6/0036) 08/28, (MQA/A9108)

## Bachelor of Business Administration (Honours) in Management

JPT/BPP(R3/0414/6/0037) 08/28, (MQA/A9110)

## Bachelor of Commerce (Honours) in International Business - ODL

JPT/BPP(N-DL/0414/6/0091) 09/28, (MQA/PA16716)

## Bachelor of Business Administration (Honours) in Digital Marketing (BBADM)

PT/BPP(N3/0415/6/0026) 12/28, (MQA/PA16843)

Linguaskill	160
MUET	4.0
IELTS	5.5
TOEFL	8 Ess (OL) / 46 (iBT)
Pearson	51
ELS	108
OET	200

\*International students with qualifications from educational systems where the English language is the primary medium of instruction are exempted from this requirement.

\*International students who do not fulfil the English Language Requirements may join the Intensive English Programme at Nilai University which builds their skills in the language and prepares them for the Linguaskill examination.

\*Malaysian students' pass in English can be waived if previous study was done in English or has at least with Band 2 in MUET

# EXCELLENCE BEYOND CLASSROOM

Leadership and people-relational skills are uniquely developed through the club activities. Through every event, trip, and conference, students will not only get to gain practical application but also experience an enriched varsity life along with their peers.





# ADVANCED CONTRIBUTION IN RESEARCH AND PUBLICATIONS



Through publications and research, The School of Management and Marketing contributes to cutting-edge research, perpetuates knowledge, and inspires rewarding learning experience.

Malaysian Journal of Consumer and Family Economics

Remittances review

Procedia: Social and Behavioral Sciences

International Journal of Academic Research in Business & Social Sciences



Higher Education



# GAIN QUALITY EDUCATION AT NILAI UNIVERSITY

All programmes offered at Nilai University observe the strict guidelines of the Malaysian Qualifications Agency (MQA) and Ministry of Higher Education (MOHE). The university, established in 1998 emphasises excellence and thus strives to provide quality education.

## Quality Education

Programmes are affordable for students from all walks of life. Lectures are conducted in small groups so that each student can have personalised attention.

## Exposure to Diverse Cultures

International students from different countries across the world choose to study at Nilai University. With a student community of diverse backgrounds, the interaction between international and local students encourages sharing, understanding, and acceptance of various cultures.

## Co-curricular Activities for Personal Development

Nilai University provides a 'Total Student Experience' with engaging clubs to encourage creativity, networking and active participation in various events. The experience gained can be included in students' portfolio to increase employment opportunities. There are initiatives such as the Mentor-Mentee programme to help new students feel at home and blend in.

## Master the English Language

As the university has a multicultural community, students and staff are encouraged to communicate in English with intensive English classes available for those who need it.



Our drive for excellence is globally endorsed by **QS Rating with 5 Stars** in the following categories



**TEACHING**



**ACADEMIC DEVELOPMENT**



**FACILITIES**



**EMPLOYABILITY**



**SPECIAL CRITERIA:**  
Masters of Business Administration



**INCLUSIVENESS**

## SETARA Ranking

Nilai University has been awarded the prestigious "Competitive" rating from the Malaysian Integrated Rating of Higher Education Institutions (SETARA) 2022.

This recognition is a result of outstanding performance in various evaluation areas, particularly in General and Teaching and Learning.

This achievement highlights our ability to compete at a higher level and demonstrates our commitment to providing education beyond borders.

## Professional Recognition/Industry & Academic Partners



# NILAI UNIVERSITY

## Enrichment For Life



### Lush Campus

Nilai University has a charming campus with lush greenery surrounding the hostels and lecture halls for an open and relaxed learning environment. Away from the bustling city, you will enjoy a refreshed outlook studying here with your peers.



### Peaceful Environment

As a university town, Nilai University knows the importance of a peaceful atmosphere for students to be able to focus on their studies. The university has a spacious layout ideal for students to have an individual study session.



### Strategic Location

Nilai University is located in the township of Putra Nilai. Nilai town has all the necessary amenities such as banks, hospitals, malls, eateries and more. The university is easily accessible via the national highway. We are only a 35-minute drive away from the city centre of Kuala Lumpur and 20 minutes drive away from the Kuala Lumpur International Airports. (KLIA 1 & KLIA 2).

## Full Campus Facilities

We have facilities catering to recreation and hands-on training to ensure students are well-rounded individuals prepared to enter the professional workforce.

### Recreation



Football/Rugby Field



Golf Course\*



Swimming Pools\*



Gymnasium



Basketball Courts



Indoor Badminton Court



Indoor Sports Centre



Lakeside Recreation Park & Jogging Track



Table Tennis



Tennis Courts



Volleyball Courts

### Amenities



International Student Visa Application



Accommodation



Canteen



Shuttle Bus Service



WiFi-enabled campus



Laundrette



Minimart



Muslim Prayer Rooms



ATM



Bookshop



International Student Airport Pick-Up

### Learning



Aircraft Hangar



Demonstration Kitchen



Formal Dining Restaurant



Hospitality Training Facilities



Laboratories

- Avionics
- Fluid Mechanics
- Materials and Mechanics
- CAD and Simulation
- Electrical and Electronics
- Biology
- Chemistry
- Analytical
- Biotechnology
- Physics



Engineering and Aircraft Maintenance Engineering Workshop



Nursing Skill & Simulation Laboratories



Learning Resource Centre

\*At the nearby Nilai Springs Golf and Country Club.



# WHAT OUR STUDENTS SAY

"I am very proud to be hired by one of the top corporations in the world. It would not have been possible without the help from my Nilai University lecturers who shared their own experiences of the corporate sector with students. Their guidance and advice certainly helped me prepare for life in the corporate world."

Yee Yin Sinn,  
BBA (Hons) in Management

"The campus is peaceful and ideal for my studies. I like the lifestyle here too. There is none of the hustle and bustle of a big city. Anyone with a tight budget should check out Nilai University. The programmes are approved by the Ministry of Higher Education and are competitively priced."

Lim Kit Sheng,  
Foundation in Business

"I wanted to be fluent in English. The fact that the syllabus at Nilai University is conducted entirely in English was an important factor. Having classmates from all over the world also means that I have to converse in English which helps me improve my linguistic skills."

Andrew Suryawijaya,  
B.B.A (Hons) in International Business



## HOW TO APPLY?

- Choose your programme
- Fill in the online application form ONLY if you want to apply for admission into a programme offered at Nilai University. Confirm your accommodation type in the application (if needed).
- Once we receive your online application form, our educational counsellor will contact you to assess your eligibility and subsequently, arrange for payment of the first semester's fees and confirm your accommodation booking (if necessary).
- You may pay for Application Fee, Accommodation Fee and the first semester's fees via our fee payment channels as listed.

### Payment method:

Payment at the counter, Ground Floor, Resource Centre, Nilai University Campus

### Operating hours:

Monday to Friday from 9:00 am to 4:00 pm

### Mode of payment:

- Cash
- Credit Card: Visa, Mastercard and Union Pay only
- Debit Card: MyDebit, Visa/ Mastercard Debit Cards
- Cheque-Payable to "NILAI EDUCATION SDN BHD"
- Online Banking

### Payee Name:

Nilai Education Sdn Bhd

### Bank Details:

Account No: 2050-5110-000-979 | RHB Bank Berhad



## THE OFFER LETTER

Once the Administration Office receives the receipt of your application fee and visa processing fee (international students), you will receive an offer letter via email and post. The Administration Office will post the original copy to the address stated in the application form.

You should expect to receive the following:

**Letter of Offer:**

Admission/registration information, intake date and details for the programme that you have applied for will all be stated in the letter.

**Receipt:**

A receipt of your initial payments will be included. Please contact us immediately if you do not receive a copy of the receipt.

Register personally and check into the rooms on the date stated in your Letter of Offer.

If you are unable to register personally, please call the Office of Admissions and Records (OAR) at **+606 8502338** to indicate the date you will arrive to register and check into your accommodation.

Airport pick-up (for East Malaysia & international students arriving by flight) can be arranged for new students. Call **+606 8502308** to speak to our educational counsellors to arrange for the transportation.

### Confirmation of acceptance

Once you have registered, it's time to start your classes and enjoy university life! If you require information on a programme, financing options or need to clear any doubts, please use the online enquiry form OR call to speak to an education counsellor at **+606 8502308**.





## FIND US ON:



[www.nilai.edu.my](http://www.nilai.edu.my)

We are open daily  
(9:00 am - 5:00 pm)  
Closed on Public Holidays

Nilai University DU032(N) No 1, Persiaran Universiti, Putra Nilai,  
Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia.

Tel: +606-850 2308 | Email: [study@nilai.edu.my](mailto:study@nilai.edu.my)

Nilai Education Sdn Bhd  
Registration No: 199401021536 (307215-P)

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**Watch the video**  
Marketing & Management