

MANAGEMENT AND MARKETING

ANALYSIS



PLANNING



GROWTH



RESEARCH



VISION



TARGET



MANAGEMENT AND MARKETING

DIPLOMA IN BUSINESS ADMINISTRATION

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

DURATION

Full time: 2 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

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

Compulsory Modules

- Penghayatan Etika dan Peradaban (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)
- Integrity and Anti-Corruption
- Co-curriculum
- ***Bahasa Kebangsaan A

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

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

SUMMARY OF ENTRY REQUIREMENTS

SPM/O-Level

- Pass with at least Credit in any three (3) subjects; or

STPM

- Pass with a Grade C (GP 2.00) in any subject; or

United Examination
Certification (UEC)

- Pass with at least Grade B in three (3) subjects; or

STAM

- Pass with minimum Grade of Maqbul; or

SKM (Level 3)

- Pass in the related field; or

Certificate (Level 3, MQF)
in a related field

- Pass with a minimum CGPA 2.00; or its equivalent

MANAGEMENT AND MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

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

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Human Resource Development
- Human Resource Planning
- Consumer Behaviour
- Recruitment and Human Resource Issues in Outsourcing
- Digital Marketing
- Organisational Theory and Design
- International Management
- Perspective of Marketing Communication
- Business Research Method
- Business Project Plan
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING

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

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Consumer Behaviour
- Global Marketing
- Sales Management
- Digital Marketing
- Perspective of Marketing Communication
- Retailing
- Strategic Marketing
- Business Project Plan
- Market Segmentation, Targeting and Positioning
- Marketing Ethics and Legal Requirements
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

MANAGEMENT AND MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN INTERNATIONAL BUSINESS

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

DURATION
Full time: 3 years

INTAKE
January / June / September

SCHOLARSHIP/AID
Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management Foundation of Business
- Business Communications Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- International Business Law
- Consumer Behaviour
- International Finance
- Operation Management
- Organisational Theory and Design
- International Management
- Global Marketing
- Global Talent Management
- Business Research Methods
- Business Project Plan
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN HUMAN RESOURCE MANAGEMENT

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

DURATION
Full time: 3 years

INTAKE
January / June / September

SCHOLARSHIP/AID
Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management Foundation of Business
- Business Communications Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Human Resource Development
- Human Resource Planning
- Recruitment and Human Resource Issues in Outsourcing
- Compensation and Benefits
- Health and Safety in Human Resources
- Human Resource Information Systems
- Industrial Relations
- Global Talent Management
- Performance Management
- Business Research Methods
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

MANAGEMENT AND MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MANAGEMENT

JPT/BPP/R3/0414/6/0034 08/28 (MQA/A9110)

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- International Business Law
- Sales Management
- Digital Marketing
- Organisational Theory and Design
- International Management
- Industrial Relations
- Global Talent Management
- Business Research Method
- Business Project Plan
- Performance Management
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN DIGITAL MARKETING

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

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Consumer Behaviour
- Global Marketing
- Advertising Marketing
- Web Analytics
- Social Media Marketing
- Affiliate Marketing
- Mobile & Email Marketing
- Search Engine Optimisation and Minimisation
- Market Segmentation, Targeting and Positioning
- Ethics in Digital Marketing
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

MANAGEMENT AND MARKETING

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN GLOBAL LOGISTICS

JPT/BPP(N/0414/6/0335) 11/29 (MQA/PA17901)

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Logistic & Supply Chain Management
- Transportation & Freight Management
- International Logistics Management
- Logistics Material Handling Equipment
- International Shipping
- Project Management
- Inventory and Warehouse Management
- Customs and Forwarding Operations
- E-Procurement and Sourcing
- E-Commerce in Global Logistics
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN BUSINESS ANALYTICS

JPT/BPP (N/0414/6/0344) 01/30 (MQA/PA17951)

DURATION

Full time: 3 years

INTAKE

January / June / September

SCHOLARSHIP/AID

Available

PROGRAMME MODULES

Year 1:

Core Modules

- Introduction to Management Accounting
- Principles of Management
- Foundation of Business
- Business Communications
- Principles of Microeconomics
- Principles of Marketing
- Introduction to Finance
- Human Resource Management
- Logistics & Supply Chain Management
- Law for Business
- Business Process Management

Specialisations

- Data Mining
- Big Data Analytics
- Data Visualisations
- Predictive Analytics
- Business Intelligence
- Prescriptive Analytics
- Business Forecasting
- Programming for Analytics
- Business Analytics Project
- Business Modelling
- Internship

Year 2:

Core Modules

- Quantitative Methods for Business
- Strategic Management
- Principles of Macroeconomics
- Marketing Management
- Organisational Behaviour
- E-commerce
- Management Information System
- International Business

Compulsory Modules

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

Year 3:

Core Modules

- Business Analytics
- Industrial Economic
- Business Ethics and Social Responsibilities
- Leadership
- Entrepreneurship
- Human Resource Management for Practitioners

*** Students who did not obtain a credit in Bahasa Melayu at the SPM level are required to take the Bahasa Kebangsaan A course as part of the Mata Pelajaran Umum (MPU) curriculum

MANAGEMENT AND MARKETING

BACHELOR'S DEGREE SUMMARY OF ENTRY REQUIREMENTS

STPM	• 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
A-Levels	• Pass with a minimum Grade D in any two (2) subjects and a pass in SPM Mathematics; or
United Examination Certification (UEC)	• Pass with a minimum Grade B in five (5) subjects and pass in Mathematics and English; or
STAM	• Pass with a minimum Grade of Jayyid and pass in Mathematics and English at SPM level; or
Foundation / Matriculation	• Pass with a minimum CGPA of 2.00; or
Diploma / Advance Diploma (Level 4/5, MQF)	• Pass with a minimum CGPA of 2.00; or its equivalent

*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 course 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.

CAREER PROSPECTS

Other Career Options

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

Diploma Programme

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

Bachelor Programme

- 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



RENOWNED RECOGNITION

Our business programs are professionally recognized, giving graduates a head start by offering exemptions for various professional certifications



Graduates who successfully complete the Human Resources Management for Practitioners Course will receive the Professional Certificate in Human Resources Management (PCHRM), issued by the Malaysian Institute of Human Resource Management



Business is Marketing

Students enrolling in the Certified Professional Marketer (Asia) programme can receive exemptions for three subjects—Marketing Research, Integrated Marketing Communications, and Marketing Strategy granted by the Institute of Marketing Malaysia



MANAGEMENT AND MARKETING

**For more information, please contact our Education Counsellors.
Student Recruitment Department
Nilai University**

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Malaysian Students



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International Students



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