

# EXECUTIVE BACHELORS IN BUSINESS MANAGEMENT

Executive Bachelors  
In Business  
Management

Duration - 18 month

## **Core Module**

Principles Of Management

Organisational Behaviour

Management Information System

Principles Of Marketing

Operations Management

Principles Of Economics

Intro To Financial Accounting

Business Statistics

Professional Communication

Reflective Learning Log

Work Portfolio

## **ELECTIVE**

### **Marketing**

Consumer Behaviour

Internet Marketing

Marketing Mgmt

**OR**

### **Manufacturing**

Fundamentals Of

Manufacturing Mgmt

Production And Planning Contal

Inventory Control

**OR**

### **Supply Chain Management**

Logistics and Supply Chain  
Management

Purchasing Supply Mgmt

Inventory Control

Complete BBA (Hons)  
with

Top Up

IPE

**OR**

**Selected UK University -**  
(12 Month)

# EXECUTIVE BACHELORS IN BUSINESS MANAGEMENT

<b>PART TIME</b>	/		
<b>FULLY ONLINE</b>		<b>BLENDED LEARNING</b>	/

<b>DURATION</b>	<b>18 MONTH</b>
<b>NUM OF MODULE</b>	14 MODULE
<b>ASSESSMENT</b>	100% ASSIGNMENT
<b>EFP &amp; HRDF CLAIMABLE</b>	YES
<b>INTAKE</b>	JAN , MAY, SEP
<b>ENROLMENT</b>	MONTHLY

## ENTRY REQUIREMENTS

### *Regular Entry Requirement*

- Possess a minimum of two principals in STPM or
- equivalent qualifications such as UEC

### *Open Entry Qualification*

- Open Entry Qualifications recognised by the Ministry of Higher Education Malaysia
- At least 21 years old and above possess at least PMR/SRP/LCE or
- Other equivalent qualifications recognised by the AeU Senate

# EXECUTIVE BACHELORS IN BUSINESS MANAGEMENT

## PROGRAMME OUTCOME

**On completion of the programme students will be able to:**

- gain career advancement in management and leadership in both public and private sectors.
- Acquire comprehensive skills in the fundamental management knowledge and successfully apply advanced tools and techniques for intelligent decision making in a variety of organisational settings.
- Apply management knowledge and competencies that will support their development as effective managers.
- Apply the skills towards problem analysis, decision-making and in the application of modern management methods, practices and tools relevant to the field of business and management