

PROGRAMME DETAILS:

Programme Code: N/345/6/0639 (PA4727) 08/19

Duration: 3 Years

Main Intakes: January, May and September

Awarding Body: Leeds Beckett University, UK

CAREER PROSPECTS:

Business Executive, Marketing Executive, Sales Executive, HR Executive, Recruitment Executive, Management Trainee, Training and Development Officer etc.

PROGRAMME OVERVIEW

In today's fast-paced and dynamic economy, this business programme stands essential to a leader in an organisation as it implements a strong practical and case study-based approach to the study of business and management. Students are required to take a contemporary and multidimensional approach towards the problems and issues faced in business and management, implementing innovative thinking while holding strong to professional ethics. In line with the Institut Teknologi Pertama's mission to create world-ready graduates with an independent mind and entrepreneurial awareness for success, students are also required to study the rapidly growing start-up world and gain an understanding of the changing practices around this area of business management studies.

ENTRY REQUIREMENTS

1. STPM or its equivalent:

Pass STPM or its equivalent with minimum Grade C (GP 2.00) in any 2 subjects and a pass in Mathematics and English at SPM; OR

2. STAM:

Pass STAM with grade Jarryid and a pass in Mathematics and English at SPM; OR

3. UEC

Pass UEC with minimum Grade B in any 5 subjects including Mathematics and English ; OR

4. Matriculation / Foundation or its equivalent:

Pass Matriculation / Foundation qualification or its equivalent with minimum CGPA of 2.00; OR

5. Diploma/ Higher National Diploma (HND):

Pass Diploma or Higher National Diploma (HND) or Advanced Diploma (Level 4 or 5, MQF) or its equivalent with minimum CGPA of 2.00; OR

6. Other equivalent qualifications recognized by Malaysian Government.

Note: The condition of pass in Mathematics and English at SPM for candidate in category (1), (4), (5), can be exempted if the said qualification contains Mathematics and English subjects and the results are equivalent to / higher than the pass



AND

Students must pass:

- a) IELTS with a minimum band of 6.0; OR
- b) TOEFL with a minimum score of 550; OR
- c) Cambridge English/ Edexcel 'A' Level with a minimum grade C; OR
- d) Pearson Test of English (PTE) (56-60 overall with minimum of 51 and above in each component).

Programme Structure

Year 1	Year 2	Year 3
<ul style="list-style-type: none">• Quantitative Methods for Business• Accounting for Management• Foundation for Marketing• Global Economic Awareness• People Organisations and Management• Global Business Environment• Academic Skills• Business Law	<ul style="list-style-type: none">• Business Enterprise Start Up• Managing in Public and Private Sectors• Business Decision Making Operations and Supply Chain Management• Global Management Skills• Elective Module 1*• Professional Ethics• Fundamental of Finance	<ul style="list-style-type: none">• Business Consultancy Project• The Strategic Manager• Business Ethics, Governance and Social Responsibility• Elective Module 2*• Business Consultancy Project (Continue)• Leading Innovation and Change• Issues and Crisis Management• Industrial Training

Elective modules are:

Elective Module 1:

Entrepreneurial Marketing
Learning and Development in Organisations

Elective Module 2:

Digital Marketing
Management and Leadership Development

(Students to choose any ONE (1) of the above two (2) options based on the area of interest)

As stated in the Circular from Ministry of Education No. 2/2013 with reference number JPT/GS1000-606Jld.1(25), all new students who enroll into any programme in any private institution after 01 September 2013 are required to complete and pass all the required General Studies Modules / Mata Pelajaran Umum (MPU).

