

PROGRAM OUTLINE

PROGRAMME : EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION

AWARDING BODY : UNIVERSITY COLLEGE OF YAYASAN PAHANG

Programme Structure	<ol style="list-style-type: none"> 1. Business Management 2. Marketing Management 3. Organizational Behaviour 4. Financial Management 5. Strategic Management 6. Human Resource Management 7. International Business 8. Entrepreneurship 9. Business Law 10. Business Communication 11. Operation Management 12. Final Project 	<p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>6 credits</p>
	TOTAL CREDITS	50 CREDITS
Programme Duration	Minimum : 12 months Maximum : 18 months	
Contact Hours per Module	14 hours	
Class Arrangement	2 days per month (weekend class - Online or Face to Face) 14 hours per month	
Assessment	Coursework/ Assignment 100%	
Entry Requirements	<ol style="list-style-type: none"> 1. Pass SPM / equivalent with minimum 4 years working experience ; OR 2. Pass STPM/ equivalent with minimum 2 years working experience; OR 3. Pass Diploma/Professional Diploma/ equivalent with minimum 1 year working experience; OR 4. Any other qualifications with working experience approved by the University Senate 	
Programme Objectives	<ol style="list-style-type: none"> 1. Knowledgeable and skillful in line with the changes in business environment 2. Effective in communication and demonstrate good leadership quality in an organization 3. Able to demonstrate entrepreneurship skills and recognize the need of lifelong learning for successful career advancement 	
Programme Learning Outcomes	Upon completion of the programme, graduates will be able to: <ol style="list-style-type: none"> 1. Apply business analysis tools and techniques with the understanding in business concepts to solve business problems 2. Demonstrate teamwork, interpersonal, effective communication, entrepreneurial skills and social skills 3. Display professional and ethical business conduct 	