



# BACHELOR OF Management (Honours)



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**Conventional: R3-DL/0414/6/0167 (2/29) / A7782**  
**ODL: R3-DL/0414/6/0167 (2/29) / A7782**

The Bachelor of Management (Hons) program at UNIRAZAK equips students with management skills, leadership abilities, and decision-making capabilities for various industries. The curriculum covers organizational behavior, marketing, finance, and operations management, emphasizing strategic thinking and problem-solving. Real-world case studies, practical assignments, internships, and industry-led lectures provide hands-on experience and insights into business trends. The program combines theoretical knowledge with practical skills, preparing graduates for the modern business world. Majors in international business, marketing, entrepreneurship, sports management, or people management (human resource management) offer diverse career opportunities. Each major focuses on specific skill sets and career paths, so choose one aligned with your interests and goals. Explore courses, internships, and networking events related to each major for an informed decision.



## STUDY MODE: Flexible Learning

UNIRAZAK provides a flexible learning mode for its programme, which allows you to learn from any location and at your convenience. It is to access better learning and better student experience.

- Full-Time
- Conventional On Campus OR Open Distance Learning (ODL)

Duration: 3 Years



## CAREER Opportunities

- Human Resources Manager
- Training and Development Manager
- HR Consultant
- Labour Relations Specialist
- HR Analytics Specialist
- Organisational Development Specialist
- Business Owner/ Entrepreneur
- Business Development Manager
- Business Executive/ Consultant/ Advisor
- Brand/Product Executives
- Event Planners
- Market Research Analysts
- Sales Representatives
- Social Media Executives
- Sports Public Relations Manager
- Sports Agent/ Event Consultant/ Education Counselor/ Management Consultant/ Marketing Specialist
- Fitness Centre Manager

## Admission Requirements

### STPM

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with at least Grade C (GP 2.0) in any TWO subjects\*; OR

### STAM

- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid; OR

### MATRICULATION / FOUNDATION

- Matriculation or Foundation with at least CGPA of 2.00; OR

### DIPLOMA

- A Diploma (Level 4, MQF) with at least CGPA of 2.00; OR
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to UNIRAZAK's Senate; OR
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to UNIRAZAK's Senate.

### OTHERS

- Other relevant or equivalent qualification, experience, and requirement accepted by the UNIRAZAK's Senate.
- Possess an Accreditation of Prior Experiential Learning (APEL A) for admission.

\*Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications

### Note:

- A pass in Mathematics and English at SPM level or equivalent qualifications (English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)
- Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.
- Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.
- Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.

### INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)\*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)\*; OR
- A minimum score of 8 for TOEFL Essentials (online); OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of B2 (160) in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted the Centre for Continuing Education (CCE).

### Note:

Conditional offer letter will be issued to international student who has not met the English Proficiency Requirement.

# COURSES Offered

## MPU COURSES

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi II
- Media and Society OR Introduction to Environmental Sustainability
- Bahasa Kebangsaan A
- Community Engagement and Volunteering OR Kursus Integriti & Anti-rasuah

## DISCIPLINE CORE

- Strategic Management
- Management Information System
- Financial Management
- Global Supply Chain Management
- International Business
- Cross Cultural Management
- Negotiations and Conflict Resolution
- Business Research Methods
- Production and Operations Management
- Quality Management
- Contemporary Issues in Business
- Organizational Development
- Organizational Design

## COMMON CORE

- Public Speaking 1
- Public Speaking 2
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organisational Behaviour
- Principles of Accounting
- Corporate Social Policy
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Business Statistics

## MAJOR \*\*Choose ONE

*Elective Specialisation (Seven Courses)*

### GENERAL

- Total Quality Management
- Retailing Management
- Marketing Management
- Social Media Content Marketing
- Service Operations Management
- Consumer Behaviour
- International Marketing

### PEOPLE MANAGEMENT

- People Management
- People Relations
- Talent, Recruitment and Selection
- Career Training and Development
- Employment and Industrial Law
- People Analytics and Metrics
- Compensation and Reward

### MARKETING

- Consumer Behaviour
- Sustainable Marketing
- International Marketing
- Marketing Research
- Social Media Content Marketing
- Marketing Management
- Retailing Management

### INTERNATIONAL BUSINESS

- International Corporate Finance
- International Trade
- International Culture and Management
- Global Leadership
- Financial Markets and Structures
- International Marketing
- International Business Ethics

### SPORT MANAGEMENT

- Sports and Recreation Management
- Sports in Society
- Sports and Recreation Facility Management
- Sports Marketing
- Risk Management in Sport and Recreation
- Sports Tourism
- Sports Event Management

### ENTREPRENEURSHIP

- Business Idea Generation
- Business Plan
- Business Model Validation
- Business Implementation & Growth
- Technology Entrepreneurship
- Social Entrepreneurship
- Financing for Entrepreneurship

### BUSINESS TECHNOLOGY AND INNOVATION

- AI Technology
- Digital Commerce
- Digital Entrepreneurship and Technology Innovation
- Integrated Digital Marketing Management
- Strategic Social Media Content Marketing
- Business Data Analysis and Strategic Application
- People Analysis & Metrics (Human Resource)

## INDUSTRIAL TRAINING / CASE STUDY

- Internship I for Bachelor of Management AND
- Internship II for Bachelor of Management
- Management Case Study 1 AND
- Management Case Study 2

*\*Subject to change*

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**UNIVERSITI TUN ABDUL RAZAK** DU005(W)

Wisma UNIRAZAK,  
195A, Jalan Tun Razak,  
50400 Kuala Lumpur

☎ +603 2730 7000 / 7030

☎ +6011 5413 6141

✉ info@unirazak.edu.my

🌐 unirazak.edu.my

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