



BSc (HONS) Business Management

(R/0414/6/0057)(1/30)(MQA/FA12978)

About BSc (HONS) Business Management

This degree programme will equip students with an understanding of business concepts and practices, ranging from familiarisation of business operations and business management to product and service marketing. Graduates will also be equipped with essential management skills to strategise and grow a business in tandem with global market trends.

— Study Mode / Duration

Full-time (3 years)

— Delivery Location

The Ship Campus, Penang

— Intakes

June, September

— Fee

Approx. RM 39,000

— Entry Requirements*

- Foundation min. CGPA 2.00
- STPM pass with C (CGPA 2.00) in any 2 subjects (incl. pass in Mathematics and English at SPM level)
- A-Levels BCC (UCAS Tariff 104-120)
- UEC pass with B6 in 5 subjects incl. pass in Mathematics and English
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- Additional English Requirements, CEFR – B2 / GCE-O 1119 – C / MUET Band 4 / IELTS 6.0 / IGCSE – C

— Career Prospects

- Mortgage Adviser
- HR Personnel
- Marketing Executive

Programme Structure

Year 1

- Developing Management and Leadership Competencies
- Business and Management External Environment
- Marketing, Enterprise and the Digital Economy
- Business and Management Internal Setting

Year 2

- Project Management
- Managing People, Productivity and Operations
- Challenge Module
- Economic and Financial Data for Business Decision Making

Year 3

- Strategy and Leadership
- Responsible Global Enterprise
- Enterprise, Innovation and Creativity
- Business Consultancy
- Honours Project

Compulsory Subjects

- Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2*
- Creative Problem Solving / Bahasa Kebangsaan A**
- Philosophy and Current Issues
- Integrity and Anti-corruption / Sustainability Awareness in Malaysia
- Community Service 2

Changes to the programme structure are at Peninsula College Georgetown's discretion as approved by MQA

** for international students only.*

*** for individuals who did not meet the minimum grade C in their SPM results or hold equivalent qualifications from other examinations.*



Download Course Guide


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Our Campuses

The Ship Campus, Penang

The Lighthouse Campus, Shah Alam

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