

COLLEGE OF BUSINESS MANAGEMENT & ACCOUNTING (C.O.B.A)



Creative, Innovative & Energetic.

Wholly Owned Subsidiary of

INTRODUCTION



College of Business Management and Accounting (COBA) strives to provide first class education to prepare students for positions in the industry. We are proud to say that COBA is currently at the forefront as far as the world of business education is concerned. The high opinions of our peers confirm our conviction that COBA undergraduates stand among the best in the nation. The present intake of students will enroll themselves at Sultan Haji Ahmad Shah Campus, Bandar Muadzam Shah, Pahang. All programmes offered by COBA are designed to satisfy the academic requirements of the Malaysian Qualification Agency (MQA). In addition, the accounting degree programme is designed to satisfy the requirements for membership to the relevant professional bodies such as the Malaysian Institute of Certified Public Accountants (MICPA), Malaysian Institute of Accountants (MIA), Institute of Certified Accountants in England and Wales (ICAEW), Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Institute of Chartered Secretaries and Administrators (ICSA), Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) and Certified Practising Accountants (CPA) Australia.

**Let us empower
you in building
your brighter
future**



PROGRAMMES OFFERED

- A. Bachelor of Accounting (Hons.)
- B. Bachelor of Finance (Hons.)
- C. Bachelor of International Business (Hons.)
- D. Bachelor of Business Administration (Hons.) in Human Resource Management
- E. Bachelor of Business Administration (Hons.) in Marketing
- F. Bachelor of Business Administration (Hons.) in Entrepreneurship & Venture Management

UNIVERSITY AWARDS

A showcase of UNITEN's Accolades.

The continuous quest for national & global recognition of excellence



**The Brand Laureate
2010-2011**
Best Brand in
Tertiary Education
(Engineering)



**Asia-Pacific Business
Excellence Standard Award**
APBEST Grand Award Winner of The Year
And Best Education Services In The Asia-Pacific



**The Brand Laureate
2008-2009**
Best Brand in Education
(Engineering and ICT)



**Prime Minister's Award for
Industry Excellence
2009**



**4th Business
of The Year Award**
Service Provider of
The Year 2010

"A prestigious recognition of industrial excellence through
continuous efforts and development in education"

Brighten Your Path To Success At UNITEN

Let us empower you in building your brighter future.

CAREER PROSPECTS



Employability Rate

95%

**D-SETARA
(ENGINEERING)
&
SETARA 13**



**WEBOMETRICS
RANKING**

No. 1
Private
University



High Quality
Recognised
Programmes

For further details, please visit at: <http://www.uniten.edu.my/admission>

COURSE CONTENT

A. BACHELOR OF ACCOUNTING (HONS.)

(JPT/BPP(R/344/6/0290)01/20)



- English for Accounting
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Hubungan Etnik
- Tamadun Islam &
Tamadun Asia
- Co-curriculum
- Principles of Management
- Business Communication
- Organisational Behaviour
- Microeconomics
- Macroeconomics
- Energy Management &
Sustainability

- Business Mathematics
- Research & Statistical
Methods
- Financial Management
for Accounting
- Corporate Finance
- Financial Markets &
Institutions
- Malaysian Commercial Law
- Malaysian Company Law
& Sec. Practise
- Entrepreneurship
- Operations Management
- Strategic Management for
Accounting
- Accounting Information System
- Advanced Accounting
Information Systems
- Cost Accounting
- Management Accounting
- Seminar in Management
Accounting

- Introduction to Financial
Accounting
- Financial Accounting &
Reporting 1
- Financial Accounting &
Reporting 2
- Financial Accounting &
Reporting 3
- Financial Accounting &
Reporting 4
- Financial Accounting &
Reporting 5
- Malaysian Taxation 1
- Malaysian Taxation 2
- Auditing
- Audit & Investigation
- Corporate Governance &
Business Ethics
- Integrated Case Study
- 4 Elective Courses
- Industrial Training

B. BACHELOR OF FINANCE (HONS.)

(JPT/BPP(R/343/6/0102)05/19)



- Hubungan Etnik
- Tamadun Islam & Tamadun Asia
- Public Speaking & Presentation
- Mathematics of Finance
- Financial Management
- Principles of Management
- Principles of Marketing
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Islam & Civil Society III/
Moral & Civil Society III

- Malaysian Commercial Law
- Financial & Managerial
Accounting
- Business Communication
- Corporate Governance &
Business Ethics
- Energy Management &
Sustainability
- Entrepreneurship
- Business Economics
- Malaysian Economy
- Research Methods
- Strategic Management
- Insurance & Risk Management
- Corporate Finance
- Investment

- Asset-Liability
Management
- Islamic Capital Market
- International Finance
- Financial Markets &
Institutions
- Security Analysis &
Portfolio Management
- Finance Theory
- Project Paper in Finance
- Islamic Banking & Finance
- Contemporary Issues in Finance
- 4 Elective Courses
- Industrial Training

C. BACHELOR OF INTERNATIONAL BUSINESS (HONS.)

(JPT/BPP(R/340/6/0442)01/20)



- English for Business
- Public Speaking & Presentation
- Hubungan Etnik
- Tamadun Islam & Tamadun Asia
- General Elective MPU 02
- Business Economics
- Financial & Managerial Accounting
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Islam & Civil Society III/
Moral & Civil Society III

- Energy Management & Sustainability
- E-Business
- Entrepreneurship
- Principles of Finance
- Malaysian Commercial Law
- Principles of Marketing
- Principles of Management
- Business Communication
- Organisational Behaviour
- International Business
- Business Ethics
- Human Resource Management
- Operations Management
- Strategic Management
- Business Research
- Business Mathematics

- Managing Multinational Corporation
- International Trade
- International Finance
- International Human Resource Management
- International Logistics
- International Business Analysis
- International Marketing
- 2 Language Specialization
- 1 Elective Course
- Industrial Training

D. BACHELOR OF BUSINESS ADMINISTRATION (HONS.) IN HUMAN RESOURCE MANAGEMENT

(JPT/BPP(R/340/7/0607)03/21)



- English for Business
- Public Speaking & Presentation
- Hubungan Etnik
- Tamadun Islam & Tamadun Asia
- General Elective MPU 02
- Business Economics
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Islam & Civil Society III/
Moral & Civil Society III
- Financial & Managerial Accounting

- Energy Management & Sustainability
- E-Business
- Entrepreneurship
- Principles of Finance
- Malaysian Commercial Law
- Principles of Marketing
- Principles of Management
- Business Communication
- Organisational Behaviour
- International Business
- Business Ethics
- Human Resource Management
- Operations Management
- Strategic Management
- Business Research
- Business Mathematics

- Staffing & Human Resource Planning
- Training & Development
- Performance Management
- International Human Resource Management
- Compensation Management
- Industrial Relations
- Occupational Safety & Health
- Contemporary Issues in Human Resource
- 1 Elective Course
- Industrial Training

E. BACHELOR OF BUSINESS ADMINISTRATION (HONS.) IN MARKETING

(JPT/BPP(R/342/6/0087)04/19)



- English for Business
- Public Speaking & Presentation
- Hubungan Etnik
- Tamadun Islam & Tamadun Asia
- General Elective MPU 02
- Business Economics
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Islam & Civil Society III/
Moral & Civil Society III
- Financial & Managerial Accounting



- Principles of Finance
- Malaysian Commercial Law
- Principles of Management
- Business Communication
- Organisational Behaviour
- International Business
- E-Business
- Human Resource Management
- Business Ethics
- Operations Management
- Strategic Management
- Principles of Marketing
- Business Mathematics
- Business Research



- Consumer & Buyer Behaviour
- Product & Brand Management
- Integrated Marketing Communications
- Energy Management & Sustainability
- Entrepreneurship
- Sales Management
- Services Marketing
- Strategic Marketing
- Issues of Marketing in Malaysia
- Marketing Project
- 1 Elective Course
- Industrial Training



F. BACHELOR OF BUSINESS ADMINISTRATION (HONS.) IN ENTREPRENEURSHIP & VENTURE MANAGEMENT

(JPT/BPP (N/345/6/0848)09/20)



- English for Business
- Public Speaking & Presentation
- Hubungan Etnik
- Tamadun Islam & Tamadun Asia
- General Elective MPU 02
- Business Economics
- Islam & Civil Society I/
Moral & Civil Society I
- Islam & Civil Society II/
Moral & Civil Society II
- Islam & Civil Society III/
Moral & Civil Society III
- Financial & Managerial Accounting



- Principles of Finance
- Malaysian Commercial Law
- Principles of Management
- Business Communication
- Organisational Behaviour
- Entrepreneurship
- International Business
- E-Business
- Human Resource Management
- Business Ethics
- Operations Management
- Strategic Management
- Principles of Marketing
- Energy Management & Sustainability



- Business Research
- Business Mathematics
- Consumer & Buyer Behaviour
- Franchising & Licensing
- Entrepreneurial Finance
- New Venture Management
- Creativity & Innovation
- Strategic Entrepreneurship
- Entrepreneurship Project
- Issues in Malaysian Entrepreneurship
- 1 Elective Course
- Industrial Training



CAREER PROSPECTS

A. Bachelor of Accounting (Hons.)

(JPT/BPP(R/344/6/0290)01/20)



- Accountants
- Auditors
- Financial Controllers
- Corporate Managers
- Tax Consultants
- Educators
- Financial Managers
- Financial Consultants

B. Bachelor of Finance (Hons.)

(JPT/BPP(R/343/6/0102)05/19)



- Financial Analyst
- Personal Financial Planners
- Fund Managers
- Bank Executives
- Financial Advisors
- Educators
- Financial Managers
- Financial Consultants

C. Bachelor of International Business (Hons.)

(JPT/BPP(R/340/6/0442)01/20)



- Human Resource Administrators/ Executives
- Sales Managers
- International Account Executives
- International Recruitment Officers
- Marketing Managers
- Risk Management Officers
- Security Lending Officers

D. Bachelor of Business Administration (Hons.) in Human Resource Management

(JPT/BPP(R/340/7/0607)03/21)



- Human Resource Managers
- Human Resource Consultants
- Training & Development Managers
- Employee Education Consultants
- Executive Recruiters
- Compensation Specialists

E. Bachelor of Business Administration (Hons.) in Marketing

(JPT/BPP(R/342/6/0087)04/19)



- Advertising Executives
- Sales/ Marketing Executives
- Marketing Directors
- Marketing Consultants
- Marketing Managers
- Educators
- Product/ Brand Managers
- Services And Operation Managers
- Customers Relations Managers
- Event Managers
- Supply Chain Managers
- Business-To-Business Marketings

F. Bachelor of Business Administration (Hons.) in Entrepreneurship & Venture Management

(JPT/BPP (N/345/6/0848)09/20)



- Company Owners
- Department Heads
- Educators
- Product/ Brand Managers
- Event Managers
- Service An Operation Managers
- Supply Chain Managers
- Market Researchers
- Business Consultant
- Entrepreneurial Endeavors
- Business-To-Business Marketing
- Retailors
- Work In Expanding Innovative Companies
- Government Agencies
- Banking
- Managers
- Take over family-owned firms

Enhance your true potential with College of Business Management and Accounting (C.O.B.A), UNITEN



Today's highly competitive job market commands a comprehensive education curriculum that equips the students with the necessary technical knowledge and soft skills that can bring added values to organisations. To remain competitive and successful in this millennium, business leaders must not only be able to adapt to change, they also must drive and transform the change.

COBA at UNITEN is Malaysia's eminent business management and accounting college that focuses on energy and sustainability. At COBA, we do not only prepare our students for careers in business and accounting, but we also produce inspiring leaders, creative thinkers, innovative entrepreneurs, and strong communicators who uphold integrity, perseverance and teamwork. Our goal is to shape and craft the next generation of graduates with qualities as leaders and innovators through a combination of pragmatic and theoretical learning.

COBA's innovative undergraduate business management and accounting curriculum takes on a global perspective with hands-on real-world learning from day one, providing students with the knowledge and skills they need to succeed in today's increasingly competitive economy. By providing degree programmes that are relevant to today's working environment, COBA is ready to help students to solidify their long-term success in business management and accounting. The undergraduate business management and accounting programmes at COBA open up endless career opportunities for our graduates.

To this end, we attract some of the finest and brightest students from our country's most dynamic and diverse regions who come here to learn from our internationally recognised faculty members. Hence, be with us to experience an educational journey of your lifetime.





CREATIVE WALKWAY



LIBRARY



WALL CLIMBING

**UNIVERSITI
TENAGA
NASIONAL**



The National Energy University



UNIVERSITI TENAGA NASIONAL

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