

FACULTY OF BUSINESS & MANAGEMENT

- UNDERGRADUATE PROGRAMME

企业与管理学院
学士学位课程



SOUTHERN
UNIVERSITY COLLEGE
南方大学学院



南方大学·多元典范
Southern University College · Multi-Paradigm



ONLINE
APPLICATION

BACHELOR IN 会计 (荣誉) 学士学位 ACCOUNTING (HONOURS)

R/344/6/0152(MQA/FA2781)04/23

COMPULSORY SUBJECTS

- Business Communication
- Business Ethics and Corporate Governance
- Business Mathematics
- Business Research Methods
- Information Technology & Business Application
- International Business Management
- Macroeconomics
- Microeconomics
- Organizational Behaviour
- Principles of Management
- Principles of Marketing
- Statistics
- Strategic Management

CORE SUBJECTS

- Accounting Information Systems
- Accounting Theory and Practice
- Advanced Accounting Information Systems
- Advanced Audit and Assurance
- Advanced Management Accounting
- Advanced Taxation
- Audit and Assurance
- Business Law
- Business Strategy and Integrated Case Study
- Company Law
- Corporate Accounting & Reporting I
- Corporate Accounting & Reporting II
- Corporate Accounting & Reporting III
- Corporate Finance
- Cost & Management Accounting
- Financial Accounting
- Fundamental of Financial Management
- Introduction to Financial Accounting
- Malaysian Taxation
- Management Accounting
- Public Sector Accounting

ELECTIVE SUBJECTS

- Consumer Behaviour
- Entrepreneurship
- Human Resource Management
- Internal Audit
- International Finance
- Investment Analysis
- Public Relations
- Public Speaking



ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes with Gred C+(GPA2.33) AND credit in Mathematics & pass in English in SPM; MUET Band 2 / TOEFL 500 / IELTS 5.0;
- **UEC:** Grade B in 5 subjects including Mathematics and pass in English; MUET Band 2 / TOEFL 500 / IELTS 5.0;
- **Foundation / Diploma:** Pass with minimum CGPA of 2.5 AND credit in Mathematics & pass in English in SPM; MUET Band 2 / TOEFL 500 / IELTS 5.0;

COURSE DURATION

- 4 Years

金融与投资（荣誉）学士学位

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN FINANCE AND INVESTMENT

R/340/6/0246(MQA/FA2780)05/23

COMPULSORY SUBJECTS

- Business Communication
- Business Law
- Business Mathematics
- Business Research Methods
- Cost & Management Accounting
- Entrepreneurship
- Financial Accounting
- Fundamentals of Financial Management
- Information Technology & Business Application
- Introduction to Financial Accounting
- Macroeconomics
- Microeconomics
- Organizational Behaviour
- Principles of Management
- Principles of Marketing
- Statistics



CORE SUBJECTS

- Corporate Finance
- Derivatives
- Equity Securities
- Ethics in Finance
- Financial Econometrics
- Financial Modeling
- Financial Statement Analysis
- Financial Markets and Institution
- Fixed Income Securities
- International Finance
- Investment Analysis
- Personal Finance



ELECTIVE SUBJECTS

- Company Law
- Consumer Behaviour
- Human Resource Management
- International Business Management
- Malaysian Taxation
- Management Accounting

ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes with Gred C+(GPA 2.33) AND credits in Mathematics & pass in English in SPM;
- **UEC:** Grade B in 5 subjects including English and Mathematics or Accounting;
- **Foundation:** Pass with minimum CGPA of 2.0;
- **Diploma:** Pass with minimum CGPA of 2.5 out of 4.00 AND credit in Mathematics & pass in English in SPM

COURSE DURATION

- 3 Years

BACHELOR OF 商业管理 (荣誉) 学士学位 BUSINESS ADMINISTRATION (HONOURS)

R/340/6/0466(MQA/FA4715)09/24

COMPULSORY SUBJECTS

- Microeconomics
- Macroeconomics
- Principles of Management
- Principles of Marketing
- Information Technology & Business Application
- Business Mathematics
- Statistics
- Business Communication
- Organizational Behaviour
- Business Research Methods
- Strategic Management
- Introduction to Financial Accounting
- Cost & Management Accounting
- Business Law
- Company Law
- Fundamental of Financial Management
- Introduction to Psychology

CORE SUBJECTS

- Public Speaking
- Financial Accounting
- Corporate Finance
- Human Resources Management
- Entrepreneurship
- Industrial Training for Business Students
- Business Ethics and Corporate Governance
- E-Commerce
- Economics for Business Decision
- Managing Organizational Change
- Current Affairs, News and Organizations

ELECTIVE SUBJECTS

- Operations Management
- Introduction to Logistics Operations
- Investment Analysis
- Malaysian Taxation
- Personal Finance



ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes;
- **UEC:** Grade B in 5 subjects including English;
- **Foundation / Diploma:** Pass with minimum CGPA of 2.0;

COURSE DURATION

- 3 Years

市场行销（荣誉）学士学位

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING

R/342/6/0060(MQA/FA2807)05/23

COMPULSORY SUBJECTS

- Microeconomics
- Macroeconomics
- Introduction to Financial Accounting
- Principles of Management
- Principles of Marketing
- Information Technology & Business Application
- Business Mathematics
- Statistics
- Business Communication
- Business Law
- Organizational Behaviour
- Fundamentals of Financial Management
- Cost & Management Accounting
- International Business Management
- Strategic Management

CORE SUBJECTS

- Public Relations
- E- Marketing
- Retail Marketing
- Green Marketing
- Services Marketing
- Consumer Behaviour
- Professional Selling
- Marketing Strategy
- Advertising & Promotions
- International Marketing
- Media Planning
- Marketing Research
- Entrepreneurship

ELECTIVE SUBJECTS

- Introduction to Psychology
- Malaysian Taxation
- Public Speaking
- Human Resource Management
- Business Ethics and Corporate Governance
- Business Research Methods
- Digital Media Marketing



ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes;
- **UEC:** Grade B in 5 subjects including English and Mathematics or Accounting;
- **Foundation / Diploma:** Pass with minimum CGPA of 2.0;

COURSE DURATION

- 3 Years

人力资源管理（荣誉）学士学位

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN HUMAN RESOURCE MANAGEMENT

R/345/6/0851(MQA/FA7111)09/25

COMPULSORY SUBJECTS

- Microeconomics
- Macroeconomics
- Principles of Management
- Principles of Marketing
- Information Technology & Business Application
- Business Mathematics
- Statistics
- Business Communication
- Organizational Behaviour
- Business Research Methods
- Strategic Management
- Introduction to Financial Accounting
- Cost & Management Accounting
- Fundamental of Financial Management
- Business Ethics
- Business Law
- Production and Operations Management
- Human Resources Management

CORE SUBJECTS

- Managing Organizational Change
- Career Planning and Development
- Performance Management
- Behaviour Modification
- Occupational Safety and Health
- Introduction to Counselling and Guidance
- Staffing Management
- Managing Training and Development
- Compensation Management
- Industrial Relations

ELECTIVE SUBJECTS

- E-Commerce
- Consumer Behaviour
- Public Relations
- International Business Management
- Public Speaking
- Entrepreneurship
- Company Law
- Introduction to Psychology



ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes AND pass in Mathematics and English in SPM;
- **UEC:** Grade B in 5 subjects;
- **Foundation / Diploma:** Pass with minimum CGPA of 2.0;

COURSE DURATION

- 3 Years

旅游管理（荣誉）学士学位

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN TOURISM MANAGEMENT

R/340/6/0585(MQA/FA5696)07/25

COMPULSORY SUBJECTS

- Business Communication
- Business Law
- Business Mathematics
- Business Research Methods
- Cost and Management Accounting
- Information Technology & Business Application
- International Business Management
- Introduction to Financial Accounting
- Introduction to Psychology
- Macroeconomics
- Microeconomics
- Organizational Behaviour
- Principles of Management
- Principles of Marketing
- Statistics
- Strategic Management



CORE SUBJECTS

- Domestic & International Tour Planning and Operations
- Eco-Tourism
- E-Tourism Services
- Events Management
- Food Tourism
- Introduction to Tourism and Hospitality Industry
- Rural, Culture and Agro Tourism
- Tourism Destination Management
- Tourism Entrepreneurship
- Tourism Policy Studies
- Transportation and Geography in Tourism Industry
- Travel Industry Operations



ELECTIVE SUBJECTS

- Fundamentals of Financial Management
- Human Resource Management
- International Marketing
- Public Relations

ENTRY REQUIREMENT

- **STPM / A LEVEL:** 2 principal passes;
- **UEC:** Grade B in 5 subjects;
- **Foundation / Diploma:** Pass with minimum CGPA of 2.0;

COURSE DURATION

- 3 Years




南方大学 · 多元典范


Southern University College · Multi-Paradigm

No Perakuan Pendaftaran: DKU 019(J)

 PTD 64888, Jalan Selatan Utama, KM15,
Off Jalan Skudai, 81300, Johor Bahru,
Johor, Malaysia.

 www.southern.edu.my

 Southern University College

 +607- 554 3466

Whatsapp : +6017- 296 2522
+6012- 296 5022

 marketing@sc.edu.my



[Other Programmes](#)

All information is correct at the time of printing and is subject to change without prior notice. (08/2018 printed)