



Kuala Lumpur Metropolitan  
University College



**FULFILLING HOPE, DREAMS &  
OPPORTUNITIES FOR 15 YEARS**



Bachelor Of Arts (Hons) in

# **BUSINESS & ENTREPRENEURSHIP DEVELOPMENT**

(R2/340/6/0193)(10/2022)(A8131)

## **ABOUT OUR BUSINESS & ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**

The course prepares students for management position in business organisations and involve in own business. It incorporates a broad skill and knowledge in the theory and practice of business and entrepreneurship that essential in running a business successfully in an increasingly competitive global business environment. This programme provides a business education in the function of management as well as economics, financial, legal, and marketing aspects of the modern business enterprise. Real world business and management application emphasise on the realistic aspects of running a business, critical to being a successful manager or an aspiring entrepreneur.

## PROGRAMME AIM:



Bachelor of Arts (Hons) in Business Entrepreneurship and Development provides students with a thorough grounding in business and entrepreneurship concepts and practices, develop entrepreneurship skills and knowledge to solve business and entrepreneurship issues and develop students' critical and analytical powers in relation to business and entrepreneurship development.

## ENTRY REQUIREMENT:

- A Pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum Grade C (GP 2.00) in any two (2) subjects, and a pass Mathematics and English at SPM level or any equivalent qualification; OR
- A Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum Grade of Jayyid, and a pass Mathematics and English at SPM level; OR
- Any qualifications equivalent to Diploma and Advance Diploma (Level 4 or 5, MQF); OR
- Matriculation / Foundation qualification with a minimum CGPA of 2.00; OR
- A Pass in Unified Examination Certificate (UEC) with at least Grade B in 5 subjects including Mathematics and English; OR
- A Pass in A Level with credit in two (2) subjects and a credit in Mathematics at O Level
- Any other equivalent qualifications recognized by the Malaysian Government AND
- For international students, it is compulsory to obtain a minimum score of 5.5 for IELTS or its equivalent.

## PROGRAMME MODULES

Semester 1	Semester 2	Semester 3	Semester 4
<ul style="list-style-type: none"> <li>■ Introduction to Information Technology</li> <li>■ Hubungan Etnik (Malaysian) / Pengajian Malaysia 3 (International)</li> <li>■ TITAS (Malaysian) / Bahasa Melayu Komunikasi 2 (International)</li> <li>■ Intermediate Academic Reading and Writing</li> <li>■ Critical and Creative Thinking</li> </ul>	<ul style="list-style-type: none"> <li>■ Advanced Business Communication</li> <li>■ Principles Of Management</li> <li>■ Mathematics For Business</li> <li>■ Microeconomics</li> <li>■ Effective Communication Skills / Bahasa Kebangsaan A</li> </ul>	<ul style="list-style-type: none"> <li>■ Creative &amp; Problem Solving</li> <li>■ Technical Writing</li> <li>■ Macroeconomics</li> <li>■ Entrepreneurship</li> <li>■ Introduction To Financial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>■ Social and Human Skills Project</li> <li>■ Organizational Behaviour</li> <li>■ Fundamental Of Financial Management</li> <li>■ Statistics For Business</li> <li>■ Principle Of Marketing</li> </ul>
Semester 5	Semester 6	Semester 7	Semester 8
<ul style="list-style-type: none"> <li>■ Managing Human Resource</li> <li>■ Introduction To E-Business</li> <li>■ Customer Relationship Management</li> <li>■ Operations Management</li> <li>■ Partnership And Company Law</li> </ul>	<ul style="list-style-type: none"> <li>■ Management Information System</li> <li>■ Business Ethics</li> <li>■ Principles Of Leadership</li> <li>■ International Business</li> </ul>	<ul style="list-style-type: none"> <li>■ Strategic Management</li> <li>■ Corporate Entrepreneurship</li> <li>■ Small Business Management</li> <li>■ Finance for Entrepreneurship</li> <li>■ Total Quality Management</li> </ul>	<ul style="list-style-type: none"> <li>■ Business Research Methodology</li> <li>■ Technopreneurship</li> <li>■ Supply Chain Management</li> <li>■ Business Plan Project</li> <li>■ Managing Creativity and Innovation for Business</li> </ul>
			Semester 9
			<ul style="list-style-type: none"> <li>■ Practicum</li> </ul>

CONTACT OUR PROGRAM ADVISOR:

## CAREER PROSPECTS

Job prospects for graduates of the Bachelor of Arts (Hons) in Business and Entrepreneurship and Development are quite flexible. They can serve as

- Entrepreneur
- Managers
- Business development manager
- consultants in both government and private sectors

