



Bachelor Of Arts (Hons) in

# E-BUSINESS

(R2/340/6/0192)(09/2022)(A7837)

## ABOUT OUR E-BUSINESS PROGRAMME

The course is designed to provide the business basics including principles of E-Business, specific knowledge on E-Business operations, review, consolidate, extend and apply the techniques onto the E-Business. The subjects covers various Web Based Applications including E-Commerce, E-Marketing, E-Business Strategy and others. Students will also be exposed to the best-practice in E-Business, research, critical thinking and effective communication.

## PROGRAMME AIM:



Equip students with the business concepts, activities of E-Business, evaluate the importance of internet, information and communication technology towards organization growth. Teach students on the different online practices and business strategies to be applied to allow for higher online visibility, accessibility and competitive advantage.

## 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 full passes in two (2) subjects and a credit in Mathematics at O Level
- Any other equivalent qualifications Is it need to put 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>■ Principles of Management</li> <li>■ Mathematics For Business</li> <li>■ Microeconomics</li> <li>■ Effective Communication Skills / Bahasa Kebangsaan A</li> <li>■ Advanced Business Communication</li> </ul>	<ul style="list-style-type: none"> <li>■ Technical Writing</li> <li>■ Creative Problem Solving</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>■ User Interface Design</li> <li>■ International Business</li> </ul>	<ul style="list-style-type: none"> <li>■ Strategic Management</li> <li>■ E-Marketing Management</li> <li>■ Database Concept</li> <li>■ Interactive Authoring</li> <li>■ Total Quality Management</li> </ul>	<ul style="list-style-type: none"> <li>■ Business Research Methodology</li> <li>■ Effective Project Management</li> <li>■ Supply Chain Management</li> <li>■ Integrated Marketing Communication</li> <li>■ E-Business Theory and Practice</li> </ul>
			Semester 9
			<ul style="list-style-type: none"> <li>■ Practicum</li> </ul>

CONTACT OUR PROGRAM ADVISOR:



## CAREER PROSPECTS

- Online marketing
- Business Development Executive
- Digital sales executive
- E-commerce executive
- Online digital marketing

