

BACELOR PENTADBIRAN PERNIAGAAN

LATAR BELAKANG

Program Bacelor Pentadbiran Perniagaan (BPP) mula ditawarkan pada tahun 1995 sebagai tambahan kepada program yang sedia ada pada ketika itu. Ia menggantikan program Bacelor Perniagaantani yang telah ditawarkan sejak 1974. Matlamat program ini adalah untuk melahirkan graduan yang mempunyai kemahiran serta kebolehan dalam bidang pengurusan perniagaan bagi memenuhi permintaan pelbagai sektor perindustrian dan perkhidmatan. Graduan program ini dilatih agar mempunyai ciri-ciri proaktif, mampu berfikir secara rasional dan berdaya saing serta memiliki budaya cemerlang.

Program BPP untuk eksekutif di kampus boleh didapati dalam mod hari biasa.

OBJEKTIF PROGRAM

Tujuan utama program ini adalah untuk melahirkan graduan yang berkemahiran serta berkebolehan dalam bidang pentadbiran perniagaan bagi memenuhi keperluan sektor perindustrian dan perkhidmatan.

Graduan program ini dilatih menyesuaikan diri dengan persekitaran perniagaan yang dinamik yang memerlukan tenaga kerja yang lebih proaktif selain mampu berfikir secara rasional, berdaya saing dan berbudaya cemerlang.

PELUANG PEKERJAAN

Pelajar yang mengikuti program ini mampu:

1. Bekerja di sektor swasta, sebagai eksekutif dalam bidang pemasaran, kewangan, operasi, sumber manusia dan bidang fungsian yang lain di organisasi tempatan dan antarabangsa dalam industri perbankan, hartanah, pengeluaran, perdagangan, telekomunikasi dan sebagainya.
2. Bekerja di sektor awam sebagai pegawai tadbir, pegawai kewangan atau pengurus di jabatan kerajaan dan badan berkanun.
3. Menjadi usahawan yang berwibawa.

TEMPOH PENGAJIAN

Program ini mengambil masa selama tiga setengah hingga empat tahun.

KURIKULUM PENGAJIAN

Kurikulum program Bacelor Pentadbiran Perniagaan dibahagikan kepada dua komponen utama iaitu komponen kursus teras, dan komponen kursus pengkhususan. Butiran bagi setiap komponen adalah seperti berikut:-

Komponen	Jam Kredit	(%)
Kursus Universiti	14	11.3
Kursus Teras	54	43.5
Kursus Pengkhususan	33	26.6
Kursus Elektif	15	12.1
Latihan Industri	8	6.5
Jumlah	124	100

Pelajar diwajibkan mengambil 2 jam kredit ko-kurikulum

Bidang Pengkhususan

Program ini menawarkan bidang-bidang pengkhususan berikut:-

1. Pemasaran
2. Pengurusan Sumber Manusia
3. Kewangan
4. Perniagaan Antarabangsa
5. Keusahawanan

Pelajar dikehendaki memilih salah satu daripada bidang pengkhususan yang ditawarkan.

NOTA : Pihak Unit berhak untuk menentukan bidang pengkhususan yang akan ditawarkan kepada pelajar kohort tertentu. Penawaran mana-mana bidang pengkhususan adalah bergantung kepada bilangan minimum pelajar yang memilih untuk mengambil bidang tersebut.

Bachelor of Business Administration

Background

The Bachelor of Business Administration (BBA) program was first offered in 1995 as an addition to the existing programs at that time. The program replaces the Bachelor of Agri-Business degree that had been offered since 1974. The aim of the BBA program is to produce graduates who have the skills and capabilities in business management who will meet the demands of various industrial and service sectors. Our graduates are nurtured to be proactive, rational thinkers who are globally competitive and excellent.

The BBA program for executives is available on campus in a week day study mode.

Objectives of the Program

The main purpose of this program is to produce skilled and capable graduates in the field of business administration who will meet the needs of the industrial and service sectors. Graduates of this program are trained to adapt to a dynamic business environment which requires a more proactive workforce who can think rationally, are globally competitive and excellent.

Employment Opportunities

Students who follow this program will be able to:

1. Work in the private sector, as executives in marketing, finance, operations, human resources and other functional areas in local and international organizations in the banking, property, production, trade, telecommunications and other sectors.
2. Work in the public sector as administrative officers, financial officers or managers in government departments and statutory bodies.
3. Be competent entrepreneurs.

Duration of Study

The duration of the program is between three and half to four years.

Program Curriculum

The curriculum for the Executive BBA program is divided into two main components: core course components and specialized course components. The details of each component are as follows: -

Componen	Credit Hours	(%)
University Courses	14	11.3
Core Courses	54	43.5
Specialization Courses	33	26.6
Elective Courses	15	12.1
Industrial Training	8	6.5
Total	124	100

Students are required to take 2 credit hours of co-curriculum

Specialization Areas

This program offers the following specialization areas:

1. Marketing

2. Human Resource Management
3. Finance
4. International Business
5. Entrepreneurship

Students are required to choose one of the areas of specialization offered.

NOTE: The Unit reserves the right to determine the specializations to be offered to a particular cohort of students. The offer of any specialization would depend on the minimum number of students who choose to take that specialization.