BACHELOR OF BUSINESS (HONS)

In collaboration with

INTI International University
LAUREATE INTERNATIONAL UNIVERSITIES

University of Hertfordshire

Learning about business is great preparation for any real-world undertaking. Seeing opportunities, seizing them, giving them value. At INTI, we prepare students for the global economy through international exposure, with global business cases, visiting professors and the opportunity to participate in international study tours.

Our holistic approach combines interactive learning with real industry training and projects, along with a structured personal development and coaching plan that will give students an edge in the working world. Through our partnership with UK's leading Business-facing University, our Bachelor of Business degree graduates will receive a Dual Award jointly awarded by INTI International University and the University of Hertfordshire, UK.

AREAS OF SPECIALISATION
(Refer to page 22)

BACHELOR OF BUSINESS (HONS) ACCOUNTING

BACHELOR OF BUSINESS (HONS) FINANCE

BACHELOR OF BUSINESS (HONS) HUMAN RESOURCE MANAGEMENT

BACHELOR OF BUSINESS (HONS) MARKETING

BACHELOR OF BUSINESS (HONS) BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS (HONS) INTERNATIONAL BUSINESS

Highlights

- Graduates will be presented with a Dual Award from INTI International University and the University of Hertfordshire, UK
- Students will be exposed to actual working environments through industry visits and internship programmes with multinational companies like KPMG, AIA, Megasteel and more
- This programme prepares students for postgraduate studies locally and abroad

Career opportunities

- Finance: Credit Manager, Financial Analyst, Investment Fund Manager, and more
- Marketing: Brand Manager, Business Development Manager, Marketing Communications Manager, Retail Manager, and more
- Human Resources: Human Resource Manager, Recruitment Manager, Training Development Manager, Compensation Specialist, and more

Offered at

INTI International University

INTAKES: JAN, MAY & AUG

Duration

3 Years

Programme structure

Students are required to complete the following in order to graduate:

- 15 common modules
- Six major modules (Choose from the areas of specialisation)
- Four elective modules
- Two soft skills courses and one foreign language
- Real industry project
- Internship

15 common modules
- Business Accounting
- Business Communication
- Business Ethics
- Business Law
- Business Statistics
- E-Commerce
- Economic Principles & Issues
- Financial Management
- Human Resource Issues & Strategies
- Information Management
- Managing Organisation
- Marketing Principles
- Organisational Behaviour
- Quantitative Methods for Business
- University English

Four electives
(Choose four modules from one of the following minors)
- Accounting
- Business Administration
- Finance
- Human Resource Management
- International Business
- Marketing

Soft skills
(Choose one)
- Communicative Skills
- Critical Thinking Skills
- Employability Skills
- Entrepreneurship
- Learning Skills
- Personal Financial Planning Skills

Communicative foreign languages
(Choose one)
- French
- German
- Japanese
- Mandarin

Real industry project

Internship

MPU subjects
- Community Service & Co-curriculum
- Entrepreneurship
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 3 (International students)
- Presentation Skills / Bahasa Kebangsaan A*

**For Malaysian students who do not have a credit in SPM BM.*

AREAS OF SPECIALISATION

BACHELOR OF BUSINESS (HONS) ACCOUNTING

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business (Accounting)
KPT/JPS(MQA/PA1648)07/2017

Students will be equipped to meet the country's demand for skilled manpower in finance, supporting and spurring its development.

Specialisation modules

- Advanced Corporate Reporting
- Auditing & Assurance 1
- Auditing & Assurance 2
- Management Accounting
- Performance Management
- Strategic Cost Management
- Taxation

Career opportunities

Auditor, Accountant, Tax Advisor, Corporate Treasurer, and many more

BACHELOR OF BUSINESS (HONS) FINANCE

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business (Finance)
KPT/JPS(MQA/PA1649)07/2017

This major will prepare students for a career in financial planning and management.

Specialisation modules

- Financial Market Analysis
- Global Banking & Finance
- Investments Analysis & Valuation
- Islamic Capital Markets
- Portfolio Management
- Principles of Corporate Finance

Career opportunities

Finance Manager, Credit Manager, Financial Analyst, Risk Management Manager, and many more

BACHELOR OF BUSINESS (HONS) HUMAN RESOURCE MANAGEMENT

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business (Human Resource Management)
KPT/JPS(MQA/PA1651)07/2017

This programme provides students with a solid foundation in all aspects of people management in a Malaysian context. They will be equipped with the skills to excel as a line manager in a broad range of industries.

INTI International University announced today that the Society for Human Resource Management (SHRM) has acknowledged that its Bachelor of Business (Hons) Human Resource Management fully aligns with SHRM's HR Curriculum Guidelines.

Founded in 1948, the Society for Human Resource Management (SHRM) is the world's largest HR membership organisation devoted to human resource management. Representing more than 275,000 members in over 160 countries, the Society is the leading provider of resources to serve the needs of HR professionals and advance the professional practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates.

Specialisation modules

- Compensation & Rewards
- Contemporary Employment Relations
- Organisation Development & Change
- Performance Management
- Staffing Management
- Training & Development

Career opportunities

HR Manager, Trainer, HR Consultant, Employment Agent, Entrepreneur, and many more

AREAS OF SPECIALISATION

BACHELOR OF BUSINESS (HONS) MARKETING

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business (Marketing)
KPT/JPS(MQA/PA1647)07/2017

Students will develop an understanding of the key concepts underlying marketing practices, while acquiring the necessary skills to embark on professional marketing careers.

Specialisation modules

- Consumer Behaviour
- Global Marketing
- Integrated Marketing Communication
- Marketing Research
- New Product & Innovation Management
- Service Marketing

Career opportunities

Marketing Personnel, Sales Personnel, Advertising Personnel, Product Manager, Banker, Marketing Consultant, and many more

BACHELOR OF BUSINESS (HONS) BUSINESS ADMINISTRATION

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business
KPT/JPS(MQA/PA3071)05/2018

This programme will introduce students to key areas of contemporary management concepts and practice. They will gain a comprehensive working knowledge of management operations as well as communication and leadership skills essential to the management role.

Specialisation modules

- Corporate Communication
- Global Marketing
- Intercultural Management
- Leadership in Organisations
- Strategic Management
- Supply Chain Management

Career opportunities

Brand Manager, Product Manager, Market Research Manager, Customer Service Manager, and many more

BACHELOR OF BUSINESS (HONS) INTERNATIONAL BUSINESS

Dual Award from the University of Hertfordshire, UK
BA (Hons) Business (International Business)
KPT/JPS(MQA/PA3072)05/2018

This programme will introduce students to the key issues in international business management and prepare them to work in a wide range of private businesses looking to expand operations or trading networks overseas.

Specialisation modules

- Global Logistics Management
- Global Marketing
- Intercultural Management
- International Business
- International Trade Finance
- International Trade Law

Career opportunities

Export Manager, International Business Manager, International Operations Manager, Regional Marketing Manager, Trade Relationship Manager, and many more