

B.A (HONS) BUSINESS MANAGEMENT (3+0)

(MQA/PA17560) (N/0414/6/0285)

PROGRAMME DESCRIPTION

This programme teaches students how to improve productivity, performance and profitability while developing the business insights and expertise necessary to position organizations for a sustainable future. Through strong industry connections, students gain insights into real-world business operations via expert guest speakers, projects addressing practical business challenges, work placements and field visits. It offers opportunities for work placement and studying abroad. Students will gain a deeper understanding of the complexities of business life through extracurricular activities that extend beyond the classroom.

CAREER PROSPECTS

- Administration and Diplomatic Officer
- Entrepreneur
- Business Strategy Executive
- Public administration Executive

DURATION OF STUDIES:

3 years (9 Semester)

COMPULSORY SUBJECTS FOR MALAYSIAN STUDENTS

- Philosophy & current issue
- Appreciation of Ethics & Civilization
- Bahasa Kebangsaan
- Leadership skills.
- Integrity & Anti-corruption

*Students need to complete three modules from the above.

COMPULSORY SUBJECTS FOR INTERNATIONAL STUDENTS

- Bahasa Melayu Komunikasi
- Leadership Skills
- Integrity & Anti-corruption

AWARDING BODY



WHAT SKILLS WILL YOU DEVELOP?

- Graduates will be able to have leadership skills and business management gives their aspirants a clear understanding of the importance of being leaders.
- Graduates will be able to have strategic planning skills which are an ability to understand the market and macroeconomic trends for business organizations.
- Graduates will be able to develop global perspective skills because the program is in the global context which will be essential for future careers.

PROGRAMME STRUCTURE

SEMESTER 1

- Introduction to Accounting
- Nature of Management
- Introduction to Human Resource
- Introduction to Marketing
- Successful Writing at Abertay

SEMESTER 2

- Managing People & Ideas
- Business Economics
- Research & inquiries skill for digital age
- How to sell your ideas

SEMESTER 3

- Successful Writing at Abertay

SEMESTER 4

- People, Planet, Profit
- Business Analytics
- Theory and Practice in HRM

SEMESTER 5

- Project Management
- Budgeting and Cases in Events Management OR
- Digital Marketing Principles and Campaigns
- Co-create (Negotiated Studies)
- Being Successful at Abertay
- Sustainability101
- Artificial intelligence & society

SEMESTER 6

- Digital Transformation
- Employability Analysis and Career Building

SEMESTER 7

- Business & Environmental sustainability
- Work Placement OR
- Entrepreneurship and Business Start-Up OR
- Future Work OR
- Financial Markets OR
- Managing Cross Culture OR
- Predictive Analytics OR
- Public Policy and its Effects on Organisation
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SEMESTER 8

- Strategic Management
- Managing Change
- Operations Management and Business Redesign
- Business Ethics in Society

SEMESTER 9

- International Business & Management
- Contemporary Issues in Business