

BUSINESS ADMINISTRATION

(N/0414/6/0364) (05/30) (MQA/PSA18402)

Lead the Way, The Future of Business

The Bachelor of Business Administration (Honours) at IMU University offers a solid foundation for business administration and management. Enhanced with specialised and unique focus on Digital Finance, Digital Marketing, Talent Management, International Business, Environmental Management and Applied Psychology, it caters to different passions, interests, and aspirations.

This three-year programme delivers a comprehensive, industry driven learning experience, equipping students with the technical expertise and essential soft skills such as critical thinking, leadership, and effective communication, ensuring successful personal and entrepreneurial development.



University
of Dundee

Get **2**
Degrees in 3 Years

With our UK Second-Degree Pathway, graduate with an IMU qualification and a degree from the University of Dundee – a powerful edge for your career.

Career Pathways

Through a robust curriculum of core courses and electives, students gain up-to-date knowledge and practical skills, preparing them to become adaptable, innovative, and globally competitive professionals. Additionally, this Bachelor of Business Administration serves as a strong foundation for postgraduate studies, including the Master of Business Administration (MBA). This pathway enables students to deepen their expertise, undertake research, and pursue leadership roles across diverse industries.

Degree / Duration

Bachelor of Business
Administration
(Honours) (IMU)

Bachelor of Business
Administration
(Honours) (Dundee)
3 years

Commencement

Feb / Apr / Jul / Sep

Partner University

UNITED KINGDOM



University
of Dundee



Eligible graduates from this programme have the opportunity to further their studies at prestigious institutions abroad. They may pursue selected Master's programmes in the areas of business and management, psychology, law, and international energy studies at the University of Dundee, United Kingdom. Additionally, graduates can opt for selected Master's programmes in law at the University of Liverpool, United Kingdom.

Students are advised to refer to the official websites of the relevant regulatory bodies for the latest updates on university recognition in their respective countries.

Career Opportunities

A Bachelor of Business Administration (BBA) offers strong career prospects by providing a broad foundation in business and administration, with a focus on high-demand professions such as finance, business data analytics, digital marketing, human resource management, economics, digital business, and international business. Graduates will be equipped with practical knowledge and in-demand skills relevant across industries.

BBA graduates can pursue careers in a wide range of sectors, including corporate, retail, manufacturing, banking, sales and marketing, consulting, government agencies, and non-profit organisations. The versatility of the degree enhances employability and sets that stage for long-term career growth.

Potential career paths include:

1	2	3
Management and Leadership <ul style="list-style-type: none"> • Operations Executive • Project Executive • Business Development Executive • Entrepreneur/Business Owner 	HR & Organisational Development <ul style="list-style-type: none"> • HR Generalist (payroll, employee recruitment, employee relations) • Talent Acquisition Executive/Partner • Training and Development Manager • Consultants (business, management, strategy, operations) • Data Analytics 	Others <ul style="list-style-type: none"> • Supply Chain & Logistics (procurement, operations, logistics) • Startups • Government • International Agencies • NGOs

Programme Structure

Year 1	Year 2	Year 3
Penghayatan Etika & Peradaban Falsafah dan Isu Semasa / Bahasa Komunikasi 2 Integrity and Anti-Corruption Marketing Microeconomics Entrepreneurship Digital Business Human Resources Management Management Macroeconomics Management Information System Financial Management Consumer Behaviour Accounting Social Responsibility	Organisational Behaviour International Business Social Responsibility - Part 2 Operations Management Corporate Finance Sustainable Development Innovation and Technology Management Product Innovation and Development Legal Environment Market Structure and Competition Strategy Business Data Analytics Elective 1 Elective 2	Strategic Management Business and Professional Communication Business Ethics and Corporate Governance Research Methodology Elective 3 Elective 4 Industrial Training

Assessment

The programme combines continuous and final assessments, ensuring comprehensive and objective evaluation aligned with intended learning outcomes. Tailored to effectively measure specific competencies, assessment methods include essays, presentations, assignments, portfolios, and group projects.

Entry Requirements

A-Level	DD and pass in English and Mathematics at SPM Level or its equivalent*
STPM	CC and pass in English and Mathematics at SPM Level or its equivalent*
Australian Matriculation	ATAR 60 and pass in English and Mathematics at SPM Level or its equivalent*
National Certificate of Educational Achievement (NCEA)	50% and pass in English and Mathematics at SPM Level or its equivalent*
Canadian Grade 12/13	60% aggregate in 6 subjects and pass in English and Mathematics at SPM Level or its equivalent*
Unified Examination Certificate (UEC)	B in 5 subjects and pass in English and Mathematics at SPM Level or its equivalent*
Australian University Foundation	50% or ATAR 60 and pass in English and Mathematics at SPM Level or its equivalent*
Indian Pre-U	Average of 50% and pass in English and Mathematics at SPM Level or its equivalent*
MOE Matriculation	cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
International Baccalaureate (IB)	24 points and pass in English and Mathematics at SPM Level or its equivalent*
American High School Diploma	cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
Foundation Studies**	IMU Foundation in Science / Foundation in Arts / equivalent cGPA 2.00 and pass in English and Mathematics at SPM Level or its equivalent*
Diploma	cGPA 2.00***

* This can be exempted if achieved the same result at Pre-University level.

** The duration of this programme must be a minimum of 1 year. Foundation in other disciplines are accepted.

***Credit exemption can be considered on case by case basis.

English Requirements

For Malaysian Students

1. MUET: Band score of 3; or
2. IELTS: Overall band score of 5.5; or
3. TOEFL iBT: Overall score of 46; or
4. Cambridge English: Advanced (CAE): Overall score of 160; or
5. Cambridge English: Proficiency (CPE): Overall score of 160; or
6. Cambridge Linguaskill: Overall score of 160; or
7. Pearson Test of English (PTE): Overall score of 51

For International Students

1. IELTS: Overall band score of 5.5; or
2. TOEFL iBT: Overall score of 46; or
3. Cambridge English: Advanced (CAE): Overall score of 160; or
4. Cambridge English: Proficiency (CPE): Overall score of 160; or
5. Cambridge Linguaskill: Overall score of 160; or
6. Pearson Test of English (PTE): Overall score of 51

The following categories of students are exempted from the English requirements:

Students who graduated from other institutions where the curriculum is delivered in English Language. For example: Advanced Levels / Australian Matriculation / Australian University Foundation Year / Canadian Matriculation / International Baccalaureate / Foundation in Science / Foundation in Arts / other pre-university programmes from local higher education institutions.

Programme Fees

Fees Overview

Fee	Amount (RM)	
	Malaysian Student	International Student
Application Fee	150	500
Registration Fee	950	2,500
Refundable Caution Deposit	1,000	1,000
International Student Admin Fee		2,500

Application fee is payable upon submission of application • Registration fee and refundable caution deposit are payable upon acceptance of the offer letter issued by the IMU Admissions Office • International students will need to pay a Student Visa Administration Fee of up to RM3,500 (depending on nationality) and a personal bond fee when they register. There's also an annual Student Visa Renewal Fee that applies each year. • Students must adhere to the "Policy on Payment of Fees" • All students are required to pay Student Association Fee of RM60 per semester which will be subject to annual increase • All fees are subject to currency exchanges rates and exclusive of levy and bridging fees (if any) • Application fee and Registration fee is non refundable • All students who are applying for the National Higher Education Fund (NHEF) loans are required to pay their semester fees in FULL by the due date stated in the invoice.

Tuition Fees

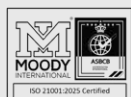
	Total Duration (years)		■ At IMU University					
			Years	Total Semesters	Tuition Fee			
					Malaysian Student		International Student	
					Per Semester	Total	Per Semester	Total
Bachelor of Business Administration (Honours) (IMU)	3	3	5 long semesters	19,700	119,250	21,200	130,500	
		1 Short Semester	10,375	12,250				
		1 Industrial Training	10,375	12,250				

25% Global Leadership Scholarship available. Scholarships are awarded at the discretion of the University, and its decisions are final. All listed fees are exclusive of the 6% Sales and Service Tax (SST), which will be applied to all international students where applicable.

IMU University DU006(W)

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Want to learn more? Connect with us today!

Every effort has been made to ensure the accuracy of the information given in this brochure but it is subject to alteration without notice. The University reserves the right to alter or delete any of the information included at any time and it shall not be bound by any errors or omissions and cannot accept liability in respect thereof. Please visit www.imu.edu.my for the most up-to-date information.

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