



Undergraduate

2025/2026 Session



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Bachelor of Business Management (Honours)

N/345/6/1127(05/2027) – MQA/FA 12888

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

INTRODUCTION

The Bachelor of Business Management (Honours) program aims to produce ethically grounded, highly skilled graduates ready to excel in a global business environment. Students will develop a comprehensive understanding of business management theories, concepts, and information. The program emphasizes interactive communication and collaborative skills for effective team management, as well as the use of digital technologies for problem-solving and communication. Upon completion, graduates will be equipped to demonstrate intellectual growth, self-development, and innovative entrepreneurial abilities in real-world settings.

MODULES

FIRST YEAR

CORE
MODULES

- Principles of Business Management
- Principles of Marketing
- Business Statistics
- Principles of Economics
- Business Communication
- Organizational Behavior
- Business Accounting
- Business Law
- Supply Chain Management
- Financial Management



SECOND YEAR

(Choose ONE major: Technopreneurship OR Marketing OR Islamic Finance)

TECHNOPRENEURSHIP

Marketing

Islamic Finance

CORE
MODULES

- International Business Management
- Business Ethics
- Operation Management
- Business Analysis
- Human Resource Management
- Information System for Management
- Research Methodology

MINOR

- Technopreneurship
- Technopreneurial Marketing
- Managing Technology and Innovation

- Consumer Buyer Behavior
- Integrated Marketing Communication
- Managing New Product Development

- Islamic Financial Systems
- Islamic Banking, Products & Services
- Islamic Economics



THIRD YEAR

CORE
MODULES

- Strategic Management
- Entrepreneurship
- Applied Business Project

MINOR

- Entrepreneurial Finance
- Entrepreneurial Growth Venture
- Small Business Management
- Technopreneurial Business Application
- Managing Consultancy for Entrepreneurship
- Industrial Management
- Business Negotiation

- Marketing Channel Management
- Customer Relationship Management
- Service Marketing
- Digital Marketing
- Global Marketing
- Strategic Marketing
- Price Management

- Islamic Capital Market
- Fiqh Muamalat
- Shariah Audit and Governance
- Aqidah Islamiyyah/ Islamic Theology
- Usul Fiqh
- Qawaid Fiqhiyyah/ Islamic Legal Maxims
- Takaful and Retakaful



FOURTH YEAR (FIRST SEMESTER) Industrial Placement

Admission Requirements

QUALIFICATIONS

- **STPM/ A-LEVEL**
Pass STPM with at least grade C (GP 2.0) in any TWO (2) subjects*, **OR**
- **STAM**
Pass STAM with at least grade Jayyid*, **OR**
- **Matriculation/ Foundation**
Matriculation or Foundation with at least CGPA of 2.00, **OR**
- **Diploma**
Diploma (Level 4, MQF) with at least CGPA of 2.00; **OR**

Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; **OR**

Diploma Kemahiran Malaysia (DKM)/ Diploma Vokasional Malaysia (DVM), subjected to the approval of Senate/ Academic Board ; **OR**

Diploma Lanjutan Kemahiran Malaysia (DLKM), subject to the approval of Senate/ Academic Board
- **OTHER QUALIFICATION**
Other equivalent qualifications recognised by the Malaysian Government.

*Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications.

Notes:

1. Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.
2. Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.
3. Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related courses taught in English.

ENGLISH LANGUAGE

- **IELTS** Minimum Band 5.0
- **TOEFL** 500 (paper-based)
- **MUET** Band 3 and above
- **PTE** 47 and above

Note: International students with no English Language certificate will be given a conditional offer as part of the requirements set by Education Malaysia Global Services (EMGS).



Information



Full Time

3.6 years (7 semesters)



Intakes

February/April/ July/ September



Full Time (Local)

Registration Fee: RM670.00
Semester Fee: RM6490.00

Full Time (International)

Registration Fee: RM670.00
Semester Fee: RM8,597.14

Application Guidelines

MALAYSIAN QUALIFICATIONS

Step 1

Log on to
<https://ecampus.tatiuc.edu.my/pelajar/apply.php>
to create an account and fill in required information.

OTHERS

Step 1

Log on to
http://ecampus.tatiuc.edu.my/pelajar/apply_olevel.php
to create an account and fill in required information.

Step 2

Upload all supporting documents and confirm the application submission.

Step 3

Check the application status online at the same website. The result will be received within 1 week after the application is made.

Results



For International Students

Please submit your offer letter and all passport pages to International Unit (igs@uctati.edu.my) for visa arrangement prior your departure to Malaysia.



For online application, please visit:
Malaysian Qualifications: <https://ecampus.tatiuc.edu.my/pelajar/apply.php>
Others: http://ecampus.tatiuc.edu.my/pelajar/apply_olevel.php

For further enquiries:
Department of Promotion, Marketing & Corporate Communication

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