

## Facilities

- Library
- Computer Labs
- State-of-the-Art Science Labs
- Multidisciplinary Medical Labs
- Anatomy Lab
- Anatomy & Pathology Resource Centre
- Pharmacy Labs
- Biotechnology Lab
- Clinical Skills Lab
- Cafeteria
- Student Lounge
- Bookstore
- Music Room
- Fine Dining Restaurant
- Data Ecosystem Laboratory of Technology and Applications
- QIU Sustainable Agri-research
- Commercial Kitchen
- Buzz Hub Studio

## Hostel

## Accommodation

QIU's hostels provide accommodation for students who yearn for the experience of independent life in a secure environment. Nestled in the greenery of the Kinta Valley, our condominium units give students the option of staying in a single or twin-sharing room, with 4 or 6 occupants to a unit.

Transportation is provided to shuttle students between the residences and the city campus. Security checkpoints are installed outside each unit, as part of the 24-hour security surveillance system operated by QIU-appointed personnel.

- 24 Hours Security
- Free Internet & WIFI
- Outdoor Playground & Swimming Pool

## Student Services

### Student and Career Counselling

At QIU, our counsellors are available to help students with academic and/or personal concerns. Students at QIU will be given personalised attention to assist them in meeting their academic needs.

### Assistance with Accommodation

QIU will help students with their accommodation arrangements, ensuring that they can enjoy a fun, enjoyable university experience.

### Mentorship Programmes

At QIU, students are not just taught academic programmes but are mentored to excel in their future careers and become responsible citizens who will contribute to the betterment of society.

# QIU

QUEST INTERNATIONAL UNIVERSITY



## Bachelor of Business Administration (Hons)

JPT/BPP(A10306)11/24

## Bachelor of Business Administration (Hons)

JPT/BPP(A10306)11/24

Have you ever wondered how global brands like Apple, BMW and Nestle, to name a few, achieve billions in net worth and soaring sales? How did they survive the technological advancements, changes in people's attitude and behaviour and most of all, the competitive markets? If you have, our Bachelor of Business Administration (Hons) programme will be the perfect choice for you.

The Bachelor of Business Administration (Hons) programme provides an in-depth understanding of how businesses organise their resources, formulate strategies, implement cutting edge business tactics and capture the market. It is a 3-year programme that includes 3 months of industrial training in leading global and local companies. Throughout the three years, students will gain substantial insight and exposure of the techniques, knowledge and competencies required to face ever-changing real world challenges.

Apart from business knowledge and competencies, students will also be exposed to social studies and the use of English in classes and activities. This provides students with the opportunity to open their minds and develop critical soft skills. Through this balanced work-play environment, students are able to exude their leadership potential and excel in the ever-challenging and dynamic business world.

Specialisation in:

- **Management**
- **Marketing Management**
- **Human Resource Management**



### Intakes:

April, July,  
September / October



### Duration:

3 years



### Mode of Study:

Full-time



### Assessment:

Students' abilities are gauged both through continuous assessments and a final exam. The continuous assessment component comprises tests/quizzes, a mid-term examination and projects/assignments which account for an allocation of about 50-60 marks, depending on the course. The balance of the marks is allocated for the final examination.



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## Minimum



## Entry Requirements

### Sijil Tinggi Persekolahan Malaysia (STPM)

A pass in STPM with a minimum of CGPA of 2.00 or Grade C in any two (2) subjects and a pass in Mathematics and English at SPM level or its equivalent

### Sijil Tinggi Agama Malaysia (STAM)

A pass in STAM with a minimum of Jayyid and a pass in Mathematics and English at SPM level or its equivalent

### General Certificate of Education Advanced ("A") Levels

Pass A-level with a minimum in two (2) subjects and a pass in Mathematics and English at O-Level or its equivalent

### Unified Examination Certificate (UEC)

A minimum of grade B in five (5) subjects including Mathematics and English

### Foundation / Matriculation

Pass with a minimum CGPA of 2.00 out of 4.00 or any equivalent qualifications

### Diploma or Advanced Diploma (Level 4 or 5, MQF)

Pass with a minimum CGPA of 2.00 out of 4.00 or any equivalent qualifications

### English Proficiency for Foreign Students

TOEFL iBT 46 / TOEFL Essentials (Online) 8  
IELTS/ IELTS Online 5.5

### Other Qualifications

Other equivalent qualifications recognised by the Malaysian Government



## Programme

## Content

The following courses are offered in the **Bachelor of Business Administration (Hons) (JPT/BPP(A10306)11/24)** programme:

### General Studies Subjects

#### Local

- Penghayatan Etika dan Peradaban
- Philosophy and Current Issues
- Communication Skills/ Bahasa Kebangsaan A
- Sustainable Development
- Community Service

#### International

- Bahasa Melayu Komunikasi 2
- Philosophy and Current Issues
- Communication Skills
- Sustainable Development
- Community Service

### University Courses

- English for Academic Purposes
- Devices, Networks & Applications
- Disciplined Entrepreneurship

- Design Thinking
- Co-curriculum

### Compulsory Courses

- Principles of Management
- Principles of Marketing
- Consumer Behaviour
- Microeconomics
- Macroeconomics
- Business Mathematics
- Business Statistics
- Introduction to Financial Accounting
- Managerial Accounting
- Business Ethics & Corporate Governance

- Organisational Behaviour
- Human Resource Management
- Industrial Training
- E-commerce
- Managing Digital Business
- Business Law
- Financial Management

### Specialisation Courses

#### Management

- Strategic Management
- Change Management
- International Business
- Total Quality Management
- Operations Management
- Research Methods
- Business Analysis & Decision Making

#### Elective Courses [select three (3)]

- Project Report
- Conference, Event Planning & Management
- Digital Marketing
- Training and Development

#### Human Resource Management

- Human Resource Planning
- Occupational Safety and Health
- Training and Development
- Industrial Relations
- Compensation & Performance Management
- Research Methods
- Business Analysis & Decision Making

#### Elective Courses [select three (3)]

- Project Report
- Conference, Event Planning & Management
- Digital Marketing
- Strategic Management

#### Marketing Management

- Strategic Marketing
- Marketing Communications
- Product and Brand Management
- Marketing of Services
- Digital Marketing
- Research Methods
- Business Analysis & Decision Making

#### Elective Courses [select three (3)]

- Project Report
- Conference, Event Planning & Management
- Training and Development
- Change Management

## Why

## Choose QIU?

# 1

We develop graduates who venture into entrepreneurship, creating their own successful enterprises from the ground up

Opportunities to learn about management, leadership, and teamwork in business

# 2

# 3

Professional academics with industry experiences, and lucrative career openings

A unique collegiate life, suitable for international students

# 4

## Experiential Learning

- » Let's Chat Talk Series
- » The Conference on Digital Marketing and Entrepreneurship (student-led)
- » 18CTea student proposal (student-led)
- » CIMB BeSmart
- » Maths and Accounting Quiz (student-led)