



# Bachelor of Business Management (Honours)

N/345/6/1127 05/2027, MQA/PA 12888

Undergraduate  
2020/2021 session

# BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

N/345/6/1127 05/2027, MQA/PA 12888

## INTRODUCTION

The Bachelor of Business Management (Honours) is designed to produce ethically and highly skilled graduates who can serve in a global business environment. Students will gain systematic understanding of ideas, information, theories and concepts in business management. Through this programme, student will also practise interactive communications with collaborative skills in managing people in a team and use digital technologies for problem solving and communication. Upon the completion of the programme, students are able to display intellectual, self-development and innovative entrepreneurial skills in a real-world perspective.

## MODULES

### FIRST YEAR (Common)

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 path: 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 Fiqhyah/ Islamic Legal Maxims
- Takaful and Retakaful



### FOURTH YEAR (Industrial Placement for 1 semester)

# Admission Requirements

## QUALIFICATIONS

- **STPM**  
Pass with a minimum Grade C (GP 2.0) in any 2 subjects and pass in Mathematics and English at SPM level, or any equivalent qualification.
- **STAM**  
Pass with a minimum Jayyid grade and pass in Mathematics and English at SPM level.
- **DIPLOMA/ ADVANCED DIPLOMA**  
Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF).
- **MATRICULATION/ FOUNDATION**  
Matriculation/ Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.
- **OTHER QUALIFICATIONS**  
Any other equivalent qualifications recognised by Malaysian Government.

Note:  
The requirement to pass Mathematics and English subjects at SPM level for STPM/STAM applicants can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

## ENGLISH REQUIREMENTS

- **IELTS** Overall Band 5.5
- **TOEFL** iBT 46 and above
- **MUET** Band 3 or higher
- **PTE** 51 and above

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



## Information



**Full Time**  
3.5 years (7 semesters)



**Intakes**  
February/April/ July/ September



**Full Time (Local)**  
Registration Fee: RM670.00  
Semester Fee: RM5,985.00

**Full Time (International)**  
Registration Fee: RM670.00  
Semester Fee: RM8,560.00

# 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](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](mailto: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](http://ecampus.tatiuc.edu.my/pelajar/apply_olevel.php)

**For further enquiries:**  
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**DISCLAIMER:** The information in this prospectus is correct as of September 2020. Changes in circumstances after this date may alter the accuracy of the information. UC TATI reserves the right to change any information in this prospectus without prior notice.