

## WHY CHOOSE UTM?

1. Strategically located in the Iskandar Development Region (IDR) and Ibrahim International Business District (IIBD).
2. Premier research university in Engineering & Technology in Malaysia.
3. Leading university in research, industry engagement and student employability.
4. Highly experienced and qualified lecturers.
5. State-of-the-art research facilities and eco-tourism campus.
6. Direct admission without going through UPU application process.
7. Affordable fees with availability of financial assistance.



## FACILITIES AND ACCOMMODATION

UTM provides comprehensive support services and facilities as listed below:

- Student Accommodation
- Student Entrepreneurship
- Student Financial Aid
- Student Health Centre
- Student Welfare
- Student Working Scheme
- Transportation Service
- Counselling Services
- Cultural Unit
- Sports & Recreation
- Alumni
- Fellowship
- and many more



## UTM GLOBAL RANKINGS 2017 / 2018



#21



#47



#85



#53



#228



#121-130

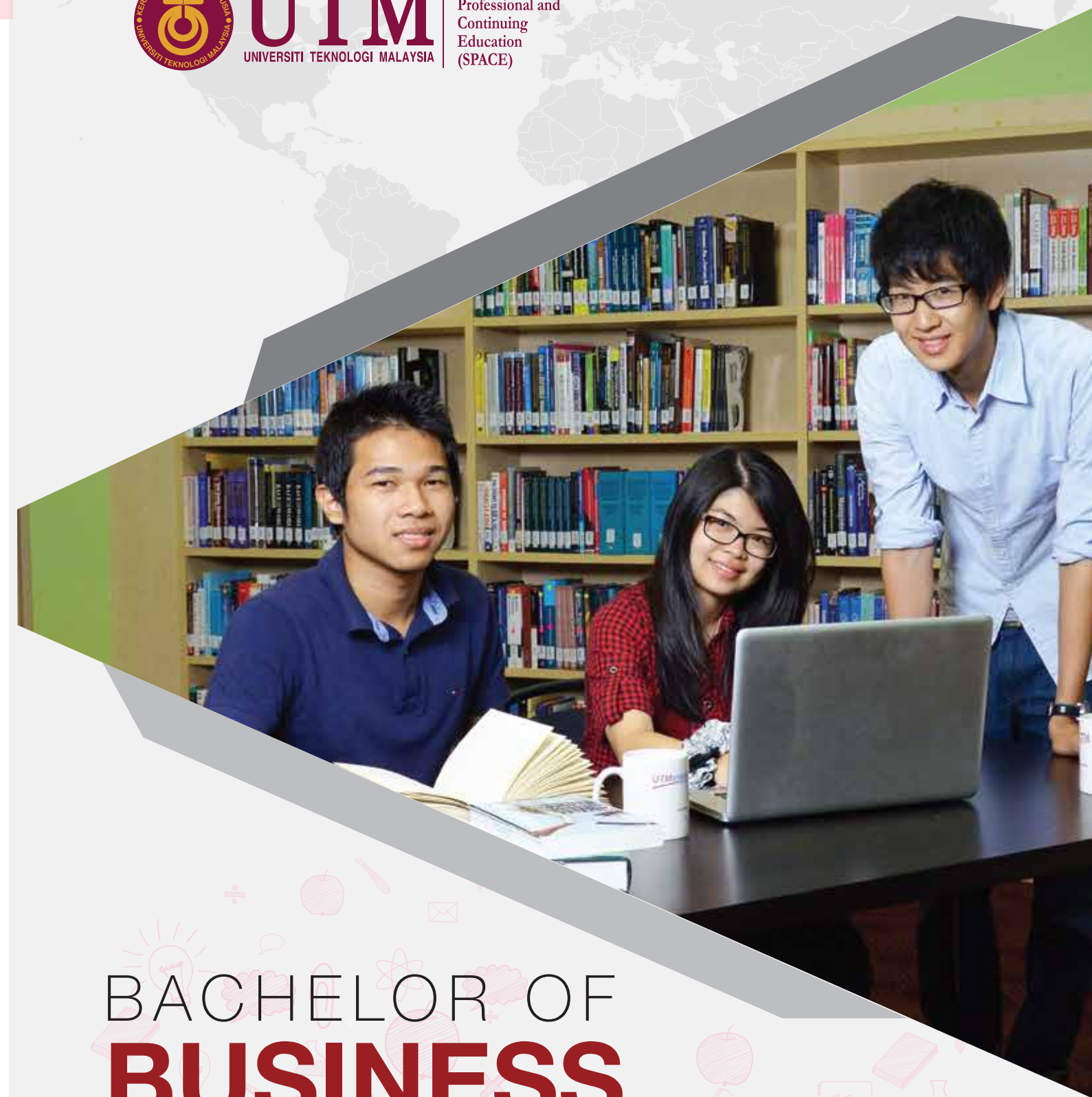


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**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

School of  
Professional and  
Continuing  
Education  
(SPACE)



# BACHELOR OF BUSINESS ADMINISTRATION INTERNATIONAL BUSINESS (HONS)

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FOR MORE INFO CONTACT



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The world of business today has the possibility of being disruptive. Gone were the days where country and organization had to generate capital, initially make sure the investment was adequate and be present physically in order to be part of the action. Concepts such as the sharing economy and the platform economy are becoming normal breaking conventional notions. The help of technological advances will enable to bring their ideas to the world at a much faster rate.

The Bachelor of Business Administration (International Business) is a new academic programme offered by Universiti Teknologi Malaysia (UTM). The programme provides individuals with current insights on the world of business, and a glimpse into the future through a structured 4-year undergraduate curriculum. Through this programme, undergraduate students study and learn about strategy and ethics as well as understand insights into developing products, services across cultures and national borders. They will also be equipped with updated knowledge and industry-driven foresights to operate in an international business environment. At the end of the programme, undergraduate students are able to initiate their own start-ups, enabling to work in cosmopolitan corporations, or to be a trendsetter in global industry.

Students from Bachelor of Business Administration (International Business) will be pursuing their studies at the UTM Johor Bahru campus, the only Malaysian Public Research University located in the Iskandar Malaysia economic region. The university has a close proximity to an international business environment, therefore students have first-hand experience about current developments within the region. Students will also engage in active learning that reflects about the impact of regionalism, nationalism and also international change towards enterprises and businesses.

Bachelor of Business Administration (International Business) also offers flexibility to working professionals who are keen to upgrade and improve their skills, creating an excellent lifelong learning pathway to all.



Direct application to UTM



Scholarships offered\*



Full-Time Programme

\* Terms & Condition apply

THE UTM BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS) FEATURES

Future-ready curriculum for uplifting graduate’s skills and attributes to thrive in the gig economy world.

A dynamic programme with high flexibility towards changes and trends in the latest technology.

Fortifying the Fourth Industrial Revolution and Digital Economy through elements like big data and analytics.

Programme delivery approaches and practices innovative techniques (using 21st century teaching-learning methodologies).

ENTRY REQUIREMENTS

CANDIDATE'S CATEGORY	MINIMUM REQUIREMENT	GENERAL REQUIREMENTS SPM & MUET
Malaysian Higher School Certificate (STPM)	Grade C (NGMP 2.00) for General Studies; AND Grade C (NGMP 2.00) for TWO (2) other subjects	Passed the Malaysian Certificate of Education (SPM/Equivalent) with at least a credit in Bahasa Melayu / Bahasa Malaysia  OR  a credit in Bahasa Melayu / Bahasa Malaysia July Paper;  AND  Obtained at least Band 2 in Malaysian University English Test (MUET)
Sijil Tinggi Agama Malaysia (STAM)	Jayyid Level	
MOE Matriculation/ Public Universities Foundation/ Private Universities Foundation or Equivalent	CGPA≥2.00	
Diploma or equivalent	Obtained a Diploma or any other equivalent qualification recognized by Malaysian Government and approved by the University Senate	
Accreditation of Prior Experiential Learning, APEL (A)		

COURSES IN BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

Programme Compulsory Courses	Business Administration Specialization Courses	Elective Courses
<ul style="list-style-type: none"><li>Business Law</li><li>Business Mathematic</li><li>Business Computing</li><li>Financial Accounting</li><li>Microeconomy</li><li>Organizational Behaviour</li><li>Principle of Management</li><li>Principle of Marketing</li><li>Financial Management</li><li>Human Resource Management</li><li>International Business</li><li>Macroeconomy</li><li>Research Methodology</li><li>Strategic Management</li><li>Final Year Project I</li><li>Final Year Project II</li></ul>	<ul style="list-style-type: none"><li>International Business Communication</li><li>Global Marketing</li><li>International Business and Global Strategies</li><li>Foreign Market Entry</li><li>The Foreign Exchange Market</li><li>International Business Negotiation</li><li>International Trade Framework</li><li>Big Data for International Business</li><li>International Investment</li><li>Global Financial Management</li><li>International Business Law</li></ul>	<ul style="list-style-type: none"><li>Operational Management</li><li>Corporate Entrepreneurship</li><li>Total Quality Management</li><li>International Supply Chain</li><li>Technopreneurship</li><li>Safety and Health at Work</li><li>Project Management and Financing</li><li>Contemporary Marketing</li><li>Research and Development Innovation Management</li><li>Commercialization and Technology Transfer</li><li>Crisis Management</li><li>International Relation and Networking</li><li>Environmental Management for Business</li></ul>



FEE STRUCTURE \*the total payment fees are excluding hostel fees

CATEGORY	REGISTRATION FEE	FIRST SEMESTER	SUBSEQUENT SEMESTER
Local	RM1,820.00	RM9,880.00	RM8,060.00
International	RM2,770.00	RM11,160.00	RM8,390.00

The University offers 30% discount for local citizen only  
These discounts are for study fees only and are not applicable for registration fees.  
The University reserves the right to revise the discount without prior notice.