

new

BACHELOR OF BUSINESS (HONOURS) IN ENTREPRENEURSHIP AND MARKETING



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BACHELOR OF BUSINESS (HONOURS) IN ENTREPRENEURSHIP AND MARKETING

This programme addresses the demand for expertise in various areas, particularly within the business enterprise and entrepreneurship-related sectors.

Tailored for students aspiring to careers in business, entrepreneurship and marketing, its goal is to meet the industry's demands by cultivating graduates who possess qualifications, competence, creativity, and innovation, ultimately shaping them into experts.

Highlights

- Develop core skills crucial for starting a business
- Enhance capabilities in analytical, logical and soft-skills

Career opportunities

Business Owners, Entrepreneurs, Executives in the fields of Business, Marketing, Sales, Human Resources.

Offered at

INTI International University
(N/0414/6/0076)(08/28)(MQA/PA16793)

Intake (s)

AUG

Duration

3 Years

Programme structure

Year 1

- Business Accounting
- Business Communication
- Business Ethics
- Economic Principles and Issues
- Entrepreneurship
- Financial Management
- Human Resource Issues and Strategies
- Information Management
- International Business
- Marketing Principles
- Operations Management
- Organisational Behaviour Management

Year 2

- Analytics for Business
- Consumer Behaviour
- Creativity and Innovation in Entrepreneurship
- Digital Marketing
- Global Marketing
- Marketing and Sales Management
- Marketing Research 1
- New Product and Innovation Management
- Service Marketing
- Small Business Management
- Strategic Management

Year 3

- Coaching and Consultancy for Entrepreneurship
- Business Plan
- Digital Entrepreneurship
- Entrepreneurship and Franchising
- Entrepreneurship Lab
- Financing for Entrepreneurship
- Marketing Research 2
- Technology Entrepreneurship

Internship

MPU subjects

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Co-curriculum
- Bahasa Kebangsaan A*

**for Malaysian students who do not have a credit in SPM BM*

ENTRY REQUIREMENTS

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects including a pass in Mathematics and English at SPM level or equivalent; OR
- A pass in STAM with at least Grade Jayyid and a pass in Mathematics and English at SPM level or equivalent; OR
- Matriculation or Foundation with at least CGPA of 2.00; OR
- A Diploma (Level 4, MQF) with at least CGPA of 2.00; OR
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
- Other equivalent qualifications recognised by the Malaysian Government

ENGLISH LANGUAGE REQUIREMENTS

International students are required to achieve a minimum of Band 3 in MUET OR equivalent to CEFR (Low B2)

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