

## Bachelor of Business Administration (Honours)

**Available in:** Johor Bahru, Malaysia

**Intake:** January, May, September

**Website:** [www.Raffles-IAO.com](http://www.Raffles-IAO.com)

## 3-year Bachelor of Business Administration (Honours)

### Year 1

- Business Communication
- Marketing
- Business Statistics
- Fundamentals of Management
- Financial Accounting
- Business Information Technology
- Fundamentals of Finance
- Business Mathematics
- Creative Thinking / Bahasa Kebangsaan A
- Community Service
- Microeconomics
- Quantitative Methods
- Organisational Behaviour
- Business Law

### Year 2

- Ethic Relations / Malaysian Studies 3
- Macroeconomics
- Leadership and Innovations
- Consumer Behaviour
- Marketing Management
- Islamic and Asian Civilisation / Malay Language
- Communications
- Malaysia Innovation
- Operations Management
- Strategic Management
- Research Methods
- Managerial Accounting
- Specialisation Module 1
- Specialisation Module 2
- Human Resource Management

### Year 3

- Final Year Project 1
- Specialisation Module 3
- Specialisation Module 4
- Specialisation Module 5
- Ethics and Organisation
- Final Year Project 2
- Specialisation Module 6
- Specialisation Module 7
- Professional Attachment

### Specialisation – Management

- Learn Six Sigma Management
- Cross Cultural Communication
- Project Management
- IT Management
- Total Quality Management
- Strategic Decision Making
- Entrepreneurship and New Business Development

### Specialisation – Marketing

- Business – to – Business Marketing
- Service Marketing
- Applied Market Research
- E-Marketing Strategy
- Retail Marketing
- Personal Selling
- Sales and Management

### Specialisation – Finance

- Finance Modelling
- Financial Instruments, Institutions and Markets
- International Finance
- Corporate Finance
- Investment Analysis
- Risk Management
- Financial Planning

Note: Curricula are subject to change.