

Bachelor of Business Administration (Honours)

Available in: Johor Bahru, Malaysia, Indonesia

Intake (Indonesia): January, April, July, October

Intake (Johor Bahru, Malaysia): January, May, September

Website: 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

Specialisation – Management

- Learn Six Sigma Management
- Cross Cultural Communication
- Project Management

Specialisation – Marketing

- Business – to – Business Marketing
- Service Marketing

Specialisation – Finance

- Finance Modelling
- Financial Instruments, Institutions and Markets

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

- IT Management
- Total Quality Management
- Strategic Decision Making

- Applied Market Research
- E-Marketing Strategy
- Retail Marketing

- International Finance
- Corporate Finance
- Investment Analysis

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

- Entrepreneurship and New Business Development

- Personal Selling
- Sales and Management

- Risk Management
- Financial Planning

Note: Curricula are subject to change.