

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
- Statistics
- Fundamentals of Management
- Financial Accounting
- Information Technology Essentials
- Fundamentals of Finance
- Business Mathematics
- Creative Thinking / Bahasa Kebangsaan A
- Integrity and Anti-Corruption
- Microeconomics
- Quantitative Methods
- Organisational Behaviour
- Business Law

Year 2

- Ethics Appreciation and Civilisation/ Malay Language Communication 2
- Macroeconomics
- Leadership and Innovations
- Consumer Behaviour
- Marketing Management
- Entrepreneurship and New Business Development
- Applied Business Challenges
- Operations Management
- Strategic Management
- Research Methods
- Managerial Accounting
- Business Analytics
- Philosophy and Current Issue
- Human Resource Management
- Introduction to Supply Chain Management

Year 3

- Final Year Project I
- E-Marketing Strategy
- Financial Planning
- Specialisation Module 1
- Ethics and Organisation
- Final Year Project II
- Specialisation Module 2
- Specialisation Module 3
- Professional Attachment

Specialisation – Management

- Total Quality Management
- Project Management
- Lean Six Sigma Management

Specialisation – Marketing

- Service Marketing
- Retail Marketing
- Sales Management

Specialisation – Finance

- International Finance
- Corporate Finance
- Financial Instruments, Institutions and Markets

Note: Curricula are subject to change.