



INTERNATIONAL  
UNIVERSITY OF  
MALAYA-WALES

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University of Wales  
Prifysgol Cymru



# BACHELOR

## OF BUSINESS ADMINISTRATION (HONS) IN MARKETING

[iumw.edu.my](http://iumw.edu.my)



**International University of Malaya-Wales**  
(958963-T) (KPT/PJT/DFT/USAW19)

Administration Wing, 1st Floor, Block A  
City Campus, Jalan Tun Ismail  
50480 Kuala Lumpur, Malaysia

**T** 1700-81-4869 (Hotline) / (603) 2617 3000  
**E** [enquiry@iumw.edu.my](mailto:enquiry@iumw.edu.my)

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The campus is easily accessible by public transport and located within  
10 minutes' walk from KTM Putra Station and Star LRT PWTC Station.

**GPS** 3.160276z. 101.691676





# DUAL AWARD

## BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING



### PROGRAMME OVERVIEW

At IUMW, our main business is providing you with quality and globally relevant education in Marketing. We believe in entrepreneurship, innovation and sustainability. Our Bachelor of Business Administration (Hons) in Marketing programme prepares you with an in-depth understanding of contemporary marketing techniques on top of fundamental marketing principles.

Our programme also focuses on understanding the nature of business and its role in the modern business society. Marketing is vital to the success of product and services. The programme will also inspire graduates to be innovative and proficient in a foreign language. At the end of the programme, students will acquire an understanding of marketing's business, social and economic roles.

The modules aim to produce graduates that are ready to become a successful business entrepreneur. Students will develop the awareness on the sustainability issues pertinent to business in the wider global context.

Your educational journey has been meticulously designed to unlock full potential towards pursuing professional certification and undergraduate studies. All these and much more in unique education package inclusive of a vibrant university life in Kuala Lumpur.

# APPLY NOW

## INTAKES

FEBRUARY  
JULY  
OCTOBER



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UNIVERSITY OF MALAYA

### ENTRY REQUIREMENTS

#### Malaysian Students

- A pass in STPM, with a minimum Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification; OR
- A pass in STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR
- Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR
- Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification; OR
- Pass UEC with minimum of Grade B in at least five (5) subjects; OR
- Fulfill other entry requirements that are recognized by the University Senate; AND
- Must sit for IUMW English Placement Test

#### International Students

- Pass A-Level with 2 principals passes or equivalent, recognized by the Malaysian Government; AND
- International students are required to achieve a minimum score of 5.5 for IELTS OR its equivalent.
- Must sit for IUMW English Placement Test

#### DURATION OF STUDY

Malaysian Students | 6 semesters + Internship  
International Students | 6 semesters + Internship

### PROGRAMME MODULES

#### Year 1

- Principles of Management
- Principles of Marketing
- Principles of Accounting
- Business Communication
- Business Mathematics
- Intro to Entrepreneurship
- Fundamentals of Finance
- Microeconomics
- Management Information System
- Organisational Behaviour
- Introductory Business Statistics
- Legal Environment of Business (Malaysian Environment)
- Tamadun Islam dan Tamadun Asia
- Bahasa Melayu Komunikasi 2 (International Student)
- Co-Curriculum 1

#### Year 2

- Macroeconomics
- Company Law
- Operation Management
- International Business
- Consumer and Buyer Behaviour
- Marketing Management
- Business Research Methods
- Human Resource Management
- Hubungan Etnik
- Pengajian Malaysia
- Co-Curriculum 2

Choose any FOUR (4) elective core  
\*Business Modelling and Spreadsheet

\*Business Plan

\*Introduction to Entrepreneurial Behaviour

\*Organisational Theory and Design

\*Financial Management

#### Year 3

- Strategic Management
- Corporate Social Responsibility and Ethics
- International Marketing
- Marketing for Entrepreneurship
- Introduction to Project Management
- Brand Management
- Contemporary Issues in Marketing
- E-Marketing
- Marketing Promotion
- Retail Marketing
- Services Marketing
- Strategic Marketing

Choose any ONE (1)

\*Industrial Training

\*Business Project