

Undergraduate Studies

Accounting, Business and Economics



UNIVERSITI TUNKU ABDUL RAHMAN
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Experiential
Learning Partner

Accounting (3 years)
Accounting (4 years)
Banking and Finance
Building and Property Management
Business Administration
Entrepreneurship

Finance
Financial Economics
Global Economics
International Business
Marketing
Retail Management

Bachelor of Accounting (Honours) (R2/344/6/0193)04/26(A9649)

Overview

Accounting is the systematic recording, categorising, analysing, reporting and preparation of financial statements by following a set of rules and regulations that govern financial reporting.

Accountants analyse the performance and financial health of a business. They provide businesses with meaningful information to make sound decisions and allow businesses to strategise and achieve its business objectives.

The Bachelor of Accounting (Hons) is a prestigious accounting degree that is recognised by the Malaysia Institute of Accountants (MIA). With 3 years of relevant working experience after graduation, a graduate can apply to become a Chartered Accountant with MIA.

Moreover, graduates of the Bachelor of Accounting (Hons) are eligible for certain exemptions from the professional examinations of ACCA, CIMA, ICAEW, CPA, MICPA, ICSA and CTIM.

Career prospects

- Chief Financial Officer (CFO)
- Accountant
- Financial Planner/Advisor
- Auditor
- Corporate Planning Manager
- Investment Advisor
- Pricing Manager
- Banker

Duration of study: 4 years

Medium of instruction: English

Campus: Sungai Long



Bachelor of Commerce (Honours) Accounting (R2/344/6/0072)03/22(A7943)

Overview

Accounting is the systematic recording, categorising, analysing, reporting and preparation of financial statements by following a set of rules and regulations that govern financial reporting.

Accountants play a central role in auditing, budgeting, tax planning, investing, financing, raising of capital and etc. Accountants analyse the performance and financial health of a business. They provide businesses with meaningful information to make sound decisions and allow businesses to strategise and achieve its business objectives.

The Bachelor of Commerce (Hons) Accounting has been developed with the aim to train and educate competent, dedicated and professional accountants who are highly sought after by various industries.

Graduates of the Bachelor of Commerce (Hons) Accounting are eligible for certain exemptions from the professional examinations of ACCA, CIMA, ICAEW, CPA, MACS, MICPA, ICSA and CTIM.

Career prospects

- Accountant (Costing and Financial)
- Pricing Manager
- Financial Controller
- Audit Manager
- Investment Analyst
- Corporate Planning Executive
- Tax Consultant

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Building and Property Management (Honours) (R/345/6/0114)10/21(MQA/FA0686)

Overview

The Building and Property Management deals with the management of properties of third parties for a fee or commission. It focuses on investing, buying, selling, renting, servicing, using and valuing properties to achieve optimum returns for the investors.

The Bachelor of Building and Property Management (Hons) is the foundation for a successful career in the building and property management profession. It delivers a set of comprehensive knowledge and skills that are highly relevant and employable.

Graduates of the Bachelor of Building and Property Management (Hons) programme can register as "Graduate Members" with Building Management Association of Malaysia (BMAM) and eventually be upgraded as "Registered Building Manager" upon satisfying the necessary criteria.

Besides, this degree has been fully accredited by the Malaysian Qualifications Agency (MQA). The Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVEAP) has accredited the programme for Valuers.

Career prospects

- Leasing Manager/Executive
- Complex Manager/Executive
- Apartment Manager
- Building and Property Manager/Consultant
- Investment Analyst/Advisor for Building and Property Industry
- Property Investment Manager in a commercial company or Real Estate Investment Trust (REIT)
- Corporate Property/Portfolio Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Sungai Long



Bachelor of Business Administration (Honours) (R2/345/6/0972)03/22(A7942)

Overview

Business Administration encompasses many aspects of a business's operations. From governmental entities to corporations to small businesses, partnerships and private limited companies, every operation requires skilled administrators to achieve results.

The Bachelor of Business Administration (Hons) will enhance the knowledge of students with skills of organisational leadership, administrative abilities, corporate governance, communication, people management, strategic planning and etc. Earning this degree will qualify a student for a spectrum of roles upon graduation.

Graduates of the Bachelor of Business Administration (Hons) are eligible for certain exemptions from the professional examinations of ICSCA and MACS. Membership with ICSCA is an option for students in the field of corporate governance.

Career prospects

- Business Development Executive
- Sales and Marketing Consultant
- Customer Service Personnel
- Bank Officer/Manager
- Corporate Administrative Executive
- Quality Executive/Manager
- Operations Executive/Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Business Administration (Honours) Banking and Finance (R2/343/6/0104)05/24(A10330)

Overview

Banking and Finance related to the management of money and financial instruments of an economy, especially by governmental and corporate entities. Their activities range from managing the circulation of monies, the decision making of investments, the granting of credit, the acquisition of capital, the provision of banking facilities and the management of financial institutions and financial systems.

The Bachelor of Business Administration (Hons) Banking and Finance is developed to train students not only on the different operational aspects of a business entity but is also designed to equip students with specialised banking and finance knowledge and skills.

In addition, students practice with an industrial relevant tool such as SAS (Statistical Analysis System) for business analytics and intelligence, data management and predictive analytics. The combination of operational efficiency and expertise in banking and finance coupled with ability in the industrial relevant tool is a qualification that is highly sought after by many employers other than those in the banking and finance sector.

Graduates of the Bachelor of Business Administration (Hons) Banking and Finance are eligible for certain exemptions from the professional examinations of AICB, ACCA, ICSCA, MACS and FPAM.

UTAR is one of the few universities in the Chartered Financial Analyst (CFA) University Programme that included a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) into its curricula. Hence, UTAR Bachelor of Business Administration (Hons) Banking and Finance will be provided with a solid foundation to pursue the Chartered Financial Analyst (CFA) Programme.

Career prospects

- Financial Sector Corporate Governance and Market Surveillance Manager
- Bank Credit Analyst
- Personnel Financial Planner
- Hedge Fund Manager
- Portfolio Investment Manager
- Business and Financial Analyst
- Financial Analyst
- Investment Banking Analyst
- Investment Performance Measurement Analyst

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Business Administration (Honours) Entrepreneurship (R2/345/6/0460)05/24(A10331)

Overview

Enterprises of all sizes have entrepreneurs behind them. An entrepreneur assumes the risk of starting a new business or venture. He/she is someone who conceptualises, plans, budgets, organises, manages, communicates, and puts in relentless effort to ensure the success of the new start-up enterprise.

The Bachelor of Business Administration (Hons) Entrepreneurship has the aim of advancing the entrepreneurial spirit in students. Graduates of this programme will find themselves well-grounded with the fundamental knowledge and skills required of an entrepreneur. It prepares students to embark on the journey of entrepreneurship or helping a startup or e-business to take off.

Graduates of the Bachelor of Business Administration (Hons) Entrepreneurship are eligible for certain exemptions from the professional examinations of ICSCA and MACS. Membership with ICSCA is an option for students in the field of corporate governance.

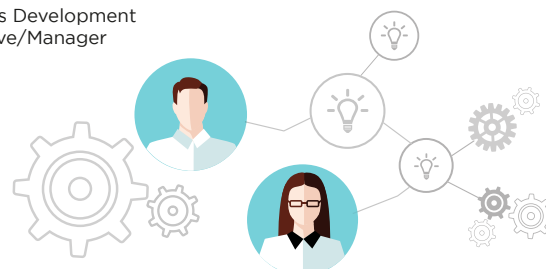
Career prospects

- Sales and Marketing Executive
- Company Founder/CEO/President
- Business Project Consultant
- Corporate Enterprising Executive/Manager
- Business Development Executive/Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Business Administration (Honours) Retail Management

(N/345/6/1036)03/22(MQA/PA8828)

Overview

As Malaysia continues to grow, the retail industry is set for growth. The management of a shopping mall, from its identity to tenant mix and subsequently to the management of overall shopping mall and tenant relationships, requires special skills and knowledge. Brands to survive and remain competitive in the retail industry, in addition to their marketing and promotional strategies, requires special attention to their display and merchandising decisions.

The Bachelor of Business Administration (Hons) Retail Management programme in UTAR emphasises on inculcating strong foundation and innovative application. This programme shapes its students to be analytical and creative in the overall management of retailing. Students will be trained in fundamental areas and eventually progressed to specialised areas concerning retailing. These areas include merchandising, logistics and supply chain management, and customer relationship management.

Graduates of the Bachelor of Business Administration (Hons) Retail Management are eligible for certain exemptions from the professional examinations of MACS.

Career prospects

- Merchandising Manager
- Marketing Manager
- Senior Buyer
- Store Manager
- Shopping Mall Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Economics (Honours) Financial Economics

(R2/314/6/0017)04/24(A10245)

Overview

The programme aims to prepare students with both sound theoretical understanding and empirical ability with respect to economic and finance issue. It aims to cultivate the critical thinking and analytical skills of the students in analysing economic issues and phenomenon. The programme provides opportunities for undergraduate to "do economics".

The learning outcomes of the programme emphasise largely on the ability of the undergraduates to comprehend the fundamentals concepts of economics and to scientifically apply the theories of economics and finance in understanding real-world economic issues. To attain this goal, the curriculum is thus designed to motivate active participation of students in teaching-learning interaction, and academic writing.

Graduates of the Bachelor of Economics (Hons) Financial Economics are eligible for certain exemptions from the professional examinations of MACS.

UTAR is one of the few universities in the Chartered Financial Analyst (CFA) University Programme that included a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) into its curricula. Hence, UTAR Bachelor of Economics (Hons) Financial Economics will be provided with a solid foundation to pursue the Chartered Financial Analyst (CFA) Programme.

Career prospects

- Financial Economist
- Financial Controller
- Consumer Loan Officer
- Investment Strategies Researcher
- Derivatives Expert
- Economic Analyst

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of Economics (Honours) Global Economics

(R2/314/6/0015)04/24(A9682)

Overview

Global economic developments play a crucial role in driving activity and financial markets in multinational organisations. Globalisation creates growing businesses, trade, investments as well as economic activities and opportunities among countries.

These international economic opportunities between countries are intertwined and can affect other countries positively or negatively. Global economics is a new and recent field in economics whereby economic behaviours and decisions are strategically analysed and explained.

The Bachelor of Economics (Hons) Global Economics Programme aims at examining the workings of the economics in the global environmental context. Students of this programme will be equipped with the analytical skills and strategic knowledge in discussing world economic issues, international trade trends and global investment opportunities. These knowledge and skills are highly sought after by organisations especially multinational companies involving in global trade and investment.

Career prospects

- Economist
- Economic Researcher
- Financial Planner
- Finance Consultant
- Corporate Finance Analyst
- Researcher and Analyst in Security
- Economic Advisor
- Insurance and Fund Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Sungai Long



Bachelor of Finance (Hons) (R2/343/6/0015)07/21(A7216)

Overview

Finance concerns the management of money and the acquisition of funds by individuals, business entities and governments through the financial system. It deals with activities such as managing financial resources for daily operations, the designing of sound financial or investment strategy, raising of funds, acquiring low-cost credit, fund allocation and financial risk management.

The Bachelor of Finance (Hons) aims to prepare students with specialist skills in finance and the ability to design financial management strategies as well as provide top-level financial advice to governments, companies and individuals. It allows for in-depth study of critical concepts in finance, economics and accounting while focusing on issues of business finance in both domestic and international settings. There is an emphasis on quantitative techniques and will require skills in key qualitative and quantitative research methods. We have excellent learning facilities including the most up-to-date Bloomberg Financial Terminals. Having access to Bloomberg in their coursework, our students will learn how to analyse financial markets, assess economic scenarios and interpret the key news developments that impact the global economy.

UTAR is one of the few universities in the Chartered Financial Analyst (CFA) University Programme that included a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) into its curricula. Hence, UTAR Bachelor of Finance (Hons) will be provided with a solid foundation to pursue the Chartered Financial Analyst (CFA) Programme. In addition, graduates of the Bachelor of Finance (Hons) are also eligible for certain professional paper exemptions from other prestigious professional bodies such as ACCA, ICOSA, MACS and FPAM.

Career prospects

- Research Analyst and Investment Analyst
- Audit Manager
- Cost Estimator
- Insurance and Reinsurance Advisor
- International Trade Consultant
- Treasury and Risk Manager
- Financial Analyst Investment Performance Specialist
- Investment Banking Analyst

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Bachelor of International Business (Hons) (R2/345/6/0434)04/24(A9683)

Overview

International Business is the key for large and small firms to expand their business operations to another country in search for trade and investment opportunities. They operate in an international environment of different cultures, languages, rules and regulations, governments, politics, requirements and etc.

The Bachelor of International Business (Hons) examines how business organisations function in an international environment. Students will acquire relevant knowledge and skills to gain an understanding of how to develop strategies, resources and activities required to make cross-border operations work.

Graduates of the Bachelor of International Business (Hons) are eligible for certain exemptions from the professional examinations of ICOSA.

Career prospects

- Business Consultant/Advisor
- International Human Resource and Recruitment Manager
- International Marketing Manager
- Community Affairs Manager
- International Business Administration Manager
- Strategy Development and Business Director/Manager
- Chief Executive Officer

Duration of study: 3 years

Medium of instruction: English

Campus: Sungai Long



Bachelor of Marketing (Hons) (R2/342/6/0092)05/24(A10332)

Overview

Marketing is about buying and selling products or services for profitability. Good marketing will bring huge success to a company while bad marketing will bring failure. Marketing activities include market research, product design and development, packaging, setting strategy, pricing, advertising, communicating, promoting, delivery channel, endorsement and etc.

The Bachelor of Marketing (Hons) is developed with the aim to deliver to students and all-rounded knowledge and skills associated with marketing. Graduates who are well-versed in marketing are highly employable. The Alibaba.com Global E-commerce Talent (GET) programme has empowered educators to teach students the practical hands-on in the ecosystem of cross-border e-commerce that meets the demands of the industry. Students will also have the opportunity to develop their digital marketing skills on Google platforms and obtain Google AdWords Certification through the Google Ignite programme.

Graduates of the Bachelor of Marketing (Hons) are eligible for certain exemptions from the professional examinations of ICOSA and MACS.

Career prospects

- Sales and Marketing Consultant
- International Marketing Executive/Manager
- Event Management Executive/Manager
- Business Development Executive/Manager
- Brand Executive/Manager
- Product Executive/Manager
- Advertising Executive/Manager

Duration of study: 3 years

Medium of instruction: English

Campus: Kampar



Professional Recognition



For more information, please contact

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