

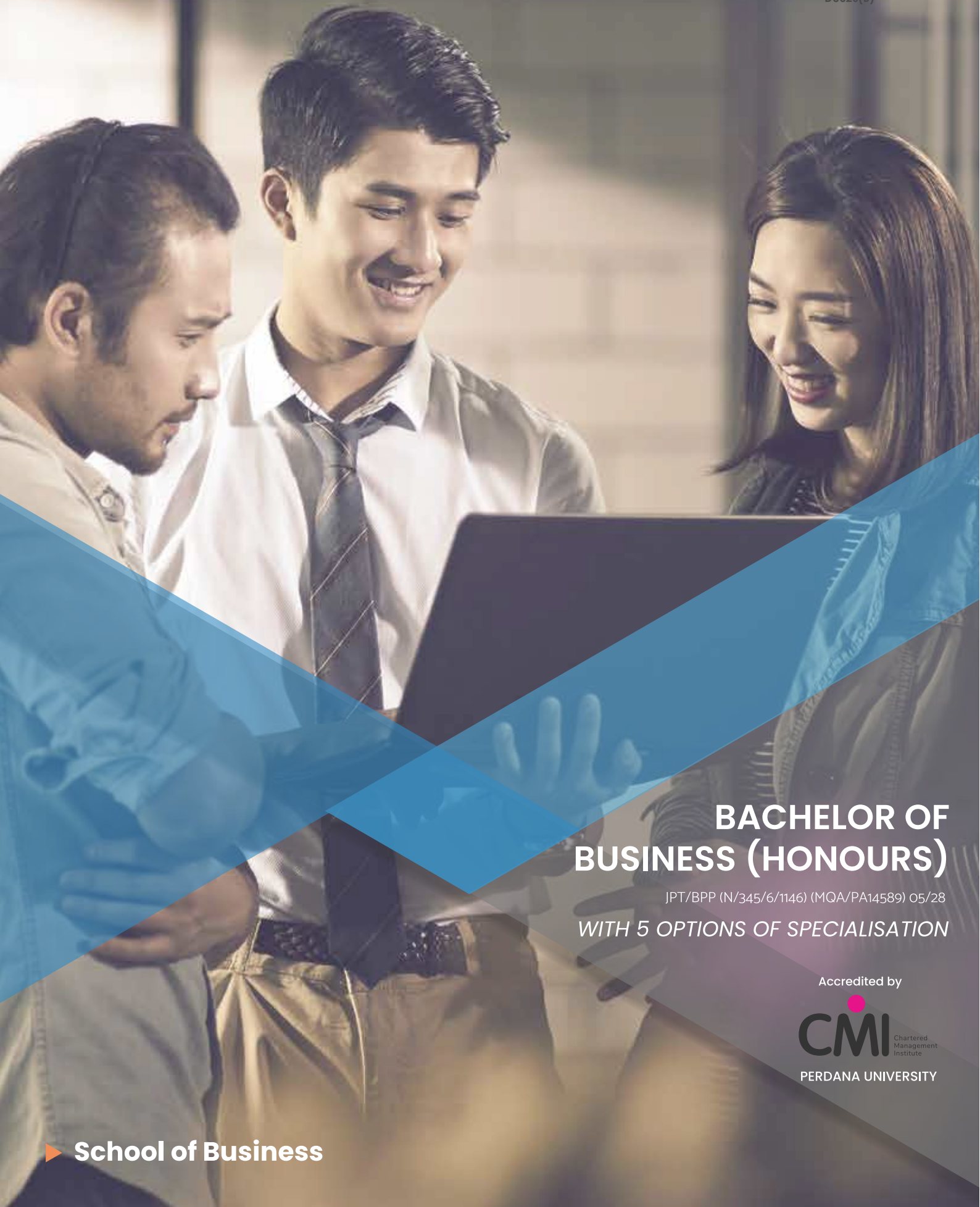


THE BRAND LAUREATE
CSR BRAND LEADERSHIP
AWARDS 2018



PERDANA
UNIVERSITY

DU026(B)



BACHELOR OF BUSINESS (HONOURS)

JPT/BPP (N/345/6/1146) (MQA/PA14589) 05/28

WITH 5 OPTIONS OF SPECIALISATION

Accredited by



PERDANA UNIVERSITY

ABOUT PERDANA UNIVERSITY

Perdana University is envisioned to be an education–research hub for the region fulfilling the needs of the nation for competent health science graduates. It was established as a Public Private Partnership (PPP) initiative by Academic Medical Centre Sdn. Bhd., a subsidiary of Chase Perdana Sdn. Bhd. with the support of the Prime Minister’s Department.

Perdana University started operating in Malaysia Agro Exposition Park Serdang (MAEPS) and in 2020, moved to Wisma Chase Perdana, Damansara Heights, Kuala Lumpur. Perdana University city campus is strategically located in the urban heart of one of Malaysia’s most vibrant city, surrounded by rich treasures – from restaurants and cafes to parks, the National Palace and a well–developed network of trams, buses and trains. The new city campus provides a more comprehensive university experience to the students, bringing greater and easier access to support services and amenities. The University is well equipped with leading–edge teaching and learning facilities, constantly evolving and expanding to meet the demands of contemporary university life.

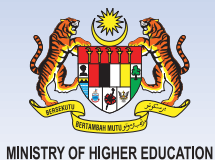
The University started with two medical programmes and has now expanded into the fields of occupational therapy, data science, business, arts, counselling and psychology. The University took in its very first cohort of students in 2011 with the opening of Perdana University–Royal College of Surgeons in Ireland, School of Medicine (PU–RCSI) and Graduate School of Medicine (PUGScM). At present, the University consists of 6 Schools and 4 Centres, with the School of Business as its latest addition.

Perdana University has been accorded a 4-Star (Competitive) status in the SETARA 2018/2019 rating (Malaysia Integrated Rating for University and University College Excellence) under the Emerging University Category. This is an all–rounded recognition by the Ministry of Higher Education (MOHE) on the quality and competitiveness in the areas of General Operations, Teaching & Learning, Research and Services at the University.

Apart from its contribution to the education industry, Perdana University has generously donated to the community through scholarships and research funding, and widely advocates health awareness locally and internationally. recognition of these initiatives, Perdana University was awarded The BrandLaureate Brand Leadership Award 2018 for Corporate Social Responsibility (CSR).

Perdana University aims to be one of the premier universities in the world contributing to the global community through the pursuit of excellence in education, research and service. The University aspires to train professionals to acquire and create knowledge, to think critically, and to achieve their full intellectual potential so as to be able to serve humanity in accordance with the highest professional and ethical standards.

RECOGNISED BY:



AWARDS



Message from The Dean



Assoc. Prof. Bahrulmazi Edrak

Greetings and welcome to Perdana University!

Today, our global business landscape has changed. The Industrial Revolution 4.0 and the pandemic are two main topics that we need to include when discussing the future business landscape. The business landscape now is unusual, and disruption is the new normal. To thrive in this ever-evolving reality, the business world needs resilient business leaders who are flexible, adaptable and ready to contend with an uncertain future.

As a university that provides high quality programmes, we are delighted that you choose to pursue your studies with us. At Perdana University, the desire to make a difference informs everything we do. Therefore, we take pride in offering our new Bachelor of Business (Honours). This articulated bachelor programme offers five specialisations which are designed to equip you with general business management knowledge and specific skill-sets crucial to business management, administration, entrepreneurship, and leadership. These are essential for top managers to effectively and efficiently address local and regional business challenges, technological advancement and global healthcare issues.

Currently, we are offering a Bachelor of Business (Honours) in five specialisations: (1) General Management; (2) Human Resource Management; (3) International Marketing; (4) Data Science Management and (5) Healthcare Management. Each specialisation allows the students to choose a research project or an incubation project before enrolling for an industrial internship in Year 3. This 3-year programme employs conventional and blended learning approaches to teaching and learning as your passport to promising career opportunities and to further your post-graduate studies.

Congratulations, you are now part of the Perdana University community! It is our wish to ensure that you have an enriching experience in your interactive learning journey. I firmly believe that your time with us will enhance your knowledge and skills and complement your current subject matter expertise. Rest assured, you will enjoy your life as a transformative learning experience with memories that will last a lifetime.

I wish you all the best.

Programme Coordinator

“ Welcome to Perdana University School of Business. Our aim is to encourage our graduates to become successful entrepreneurs who are able to face the challenges of a dynamic environment. Here in the School of Business we offer an environment where our relationship with students is more towards developing their potential through direct involvement in their study progress. This way, not only will students gain more knowledge, but they will also be able to practice and pursue their ideas in a real business environment when they graduate later.

In order to ensure that we achieve that aim, our curriculum is constantly evolving together with the changing demands, especially when learning platforms all over the world have changed accordingly with technology advancement. Here in Perdana University School of Business, we promote an exciting class environment where we also connect students with industry experts for the students to gain knowledge and experience from. We definitely look forward to welcoming the students on board so that we can share this knowledge-sharing journey together. ”



Dr. Asnidar Hanim binti Yusuf

About Bachelor of Business (Hons) Programme

The Bachelor of Business (Honours) is a first degree programme which emphasises on the importance of management and business education, research and service excellence alongside other programmes offered by Perdana University. The programme is developed to complement and elevate the university's long-standing achievement in health and medical sciences and making it a premier hub for education in the global arena.

This programme is developed in alignment to the mission of the University in providing opportunities for well-trained professionals to acquire and create knowledge, think critically and achieve their full intellectual potential in serving humanity in accordance with the highest professional and ethical standards.

Why Bachelor of Business (Hons) at Perdana University?

5

The programme offers 5 in-demand specialisations: **General Management, Human Resource Management, Data Science Management, International Marketing and Healthcare Management.**



Data Science Management and Healthcare Management specialisations are incorporated into the programme as emerging areas well-suited to the digital transformation and the critical demand in professional healthcare management.



This programme aims to develop entrepreneurship quality in students.

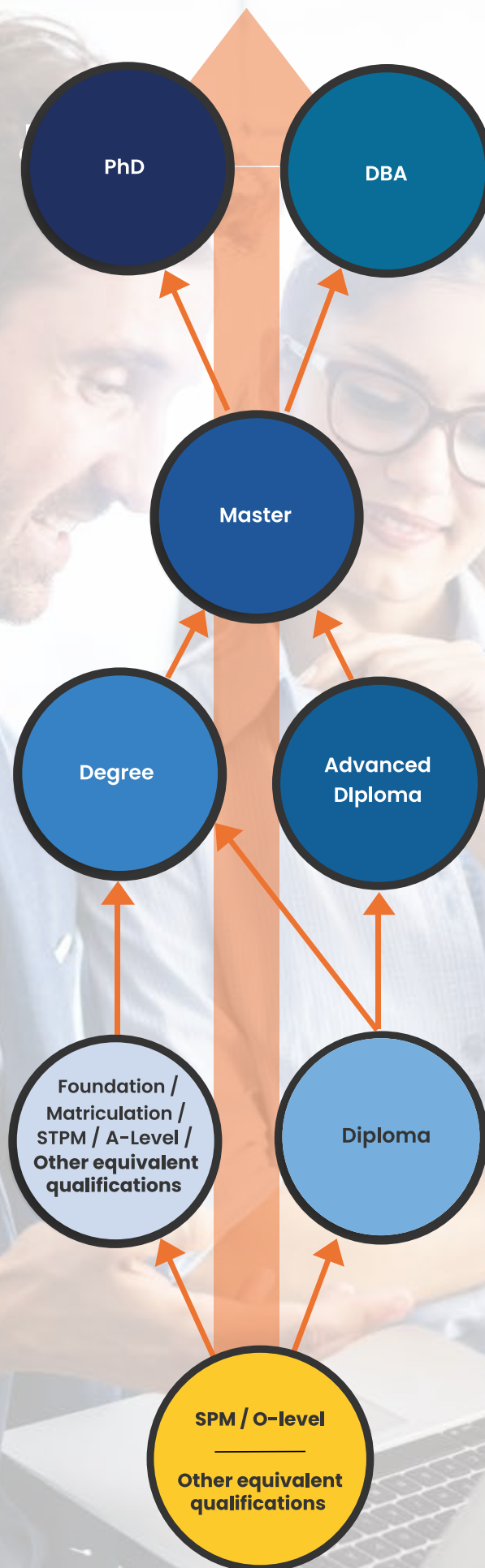


Students have the opportunity to enrol in the Perdana University Accelerator Incubator Programme as part of the final year project.



This programme offers competitive modules that are highly relevant with affordable tuition fee.

Education Pathway



Career Opportunities

General Management

- ▶ General Manager
- ▶ Administrative Executive
- ▶ Strategic Management Manager
- ▶ Risk Management Executive
- ▶ Risk Management Manager

Data Science Management

- ▶ Business Analyst
- ▶ Bank Executive

Human Resource Management

- ▶ HR Executive
- ▶ HR Manager

International Marketing

- ▶ Marketing Manager
- ▶ Marketing Executive
- ▶ Entrepreneur
- ▶ Bank Executive
- ▶ Bank Manager

Healthcare Management

- ▶ Hospital Manager

Entry Requirement

A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification ; OR

A pass in Sijil Tinggi Agama Malaysia (STAM) with grade of Jayyid, and a pass in Mathematics and English at SPM level ; OR

A pass in any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

A pass in Matriculation/Foundation qualification with CGPA of 2.00 out of 4.00, or any equivalent qualification.

APEL entry requirements:

- Students with a minimum age of 21
- Any related work experience.

Note:

The requirement to pass Mathematics and English subjects at SPM level for candidates in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

English Language Requirements

International students are required to achieve a minimum score of 5.5 for International English Language Testing Systems (IELTS) OR its equivalent

DURATION

Full Time: 3 years
Part Time: 6 years

COMMENCEMENT

July 2021

INTAKE

April, July, October



Curriculum Structure

YEAR 1

- ▶ Business Mathematics
- ▶ Malaysian Business Environment
- ▶ English
- ▶ Information Communication Technology Application
- ▶ Principles of Management
- ▶ Principles of Marketing
- ▶ Public Speaking and Presentation Skills
- ▶ Principles of Finance
- ▶ Ko-Kurikulum
- ▶ Financial Accounting
- ▶ Microeconomics for Business Decisions
- ▶ Principles of Human Resource Management
- ▶ Management Information System
- ▶ Organisational Behaviour
- ▶ Tamadun Islam dan Tamadun Asia (Malaysian students)
- ▶ Bahasa Melayu Komunikasi 1 (International students)

YEAR 2

- ▶ Business Research Methods
- ▶ Business Communication Skills
- ▶ Macroeconomics in the Global Economy
- ▶ Entrepreneurship
- ▶ Business Law
- ▶ Operations Management
- ▶ Business Ethics and Corporate Social Responsibility
- ▶ Hubungan Etnik
- ▶ Managerial Accounting
- ▶ Creativity and Innovation Entrepreneurship
- ▶ Financial Management
- ▶ Strategic Management
- ▶ Skills for Success

YEAR 3

- ▶ Business Plan and Entrepreneurship
- ▶ Performance Management
- ▶ Employee Recruitment and Selection
- ▶ Compensation Management
- ▶ Training and Development Management
- ▶ Labour and Industrial Relation Law
- ▶ Occupational Safety and Health Policies, Issues and Challenges
- ▶ Psychology at the Workplace
- ▶ Business Statistics
- ▶ Project Management
- ▶ Final Year Project 1
- ▶ Final Year Project 2
- ▶ Industrial Training



Specialisation Modules

General Management

- ▶ Quality Management
- ▶ Performance Management
- ▶ Employee Recruitment and Selection
- ▶ Psychology at the Workplace
- ▶ Marketing Management
- ▶ Services Marketing
- ▶ Strategic Marketing Planning
- ▶ Business Plan and Entrepreneurship

Human Resource Management

- ▶ Business Plan and Entrepreneurship
- ▶ Performance Management
- ▶ Employee Recruitment and Selection
- ▶ Compensation Management
- ▶ Training and Development Management
- ▶ Labour and Industrial Relation Law
- ▶ Occupational Safety and Health Policies, Issues and Challenges
- ▶ Psychology at the Workplace

Data Science Management

- ▶ Big Data
- ▶ Business Intelligence and Entrepreneurship
- ▶ Visualisation on Data and Communicating Results
- ▶ Performance Management
- ▶ E-Marketing
- ▶ E-Commerce
- ▶ Psychology at the Workplace
- ▶ Business Plan and Entrepreneurship

Healthcare Management

- ▶ Health Care Services Management
- ▶ Health Care Services Marketing
- ▶ Medical Tourism Management
- ▶ Health Care Services Planning and Development
- ▶ Health Care Services Research
- ▶ Occupational Safety and Health Policies, Issues and Challenges
- ▶ Psychology at the Workplace
- ▶ Business Plan and Entrepreneurship

International Marketing

- ▶ International Marketing
- ▶ Services Marketing
- ▶ Integrated Marketing Communication
- ▶ Marketing Research
- ▶ E-Marketing
- ▶ Selling and Sales Management
- ▶ Psychology at the Workplace
- ▶ Business Plan and Entrepreneurship

HOW TO APPLY?

Documents required for application are:

1. Undergraduate student application form. The form can be found at <https://tinyurl.com/UGPAF2021>
2. Bursary application form. The form can be found at <https://tinyurl.com/BursaryAppForm>
3. Copy of IC / Passport.
4. Transcript and certificate of highest qualification.
5. English test results (if applicable).

Submit the completed documents by email to: enquiry@perdanauniversity.edu.my

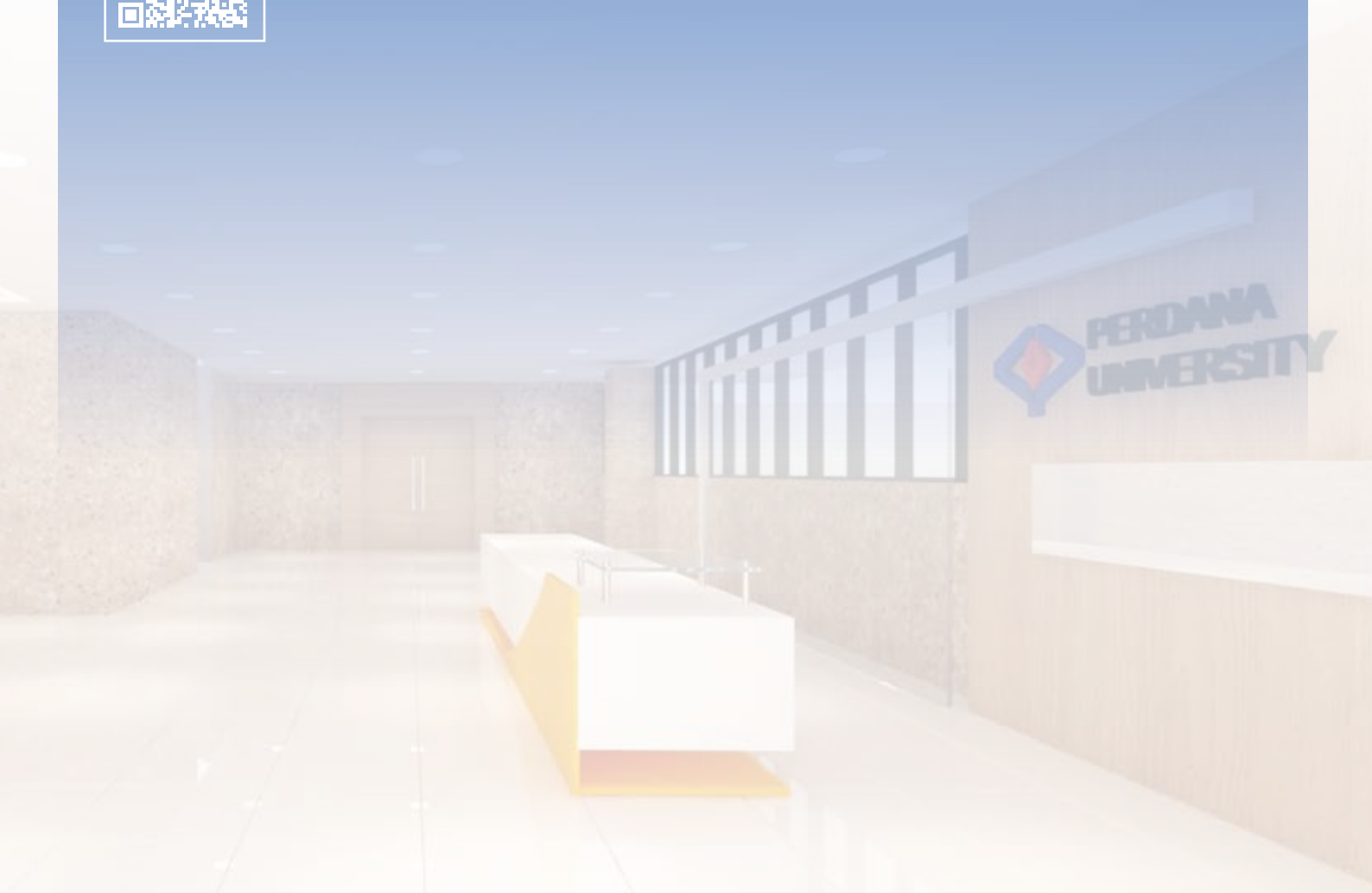
You may scan the QR codes below to download the relevant forms.



Undergraduate
Application Form



Bursary
Application Form



PARTNERS AND COLLABORATORS

Anglia Ruskin University
Swami Rama Himalayan University
University of California San Diego (UCSD)
Royal College of Surgeons in Ireland
National University of Ireland
University Putra Malaysia
Manipal Academy of Higher Education
Faculty of Associated Medical Sciences, Chiang Mai University
Universitas Yarsi
Universitas Islam Indonesia
Universiti Teknologi Brunei
The Universidade Federal De Pernambuco
Bezmaiem Vakif University
Universitas Muhammadiyah Gorontalo
Hans Raj Mahila Maha Vidyalā
Indonesia International Institute for Life Sciences (i3L)
Asia-Pasific Bioinformatics Network (APBioNET)
BGI-Shenzen, China (BGI)
Institute of Bioinformatics, Bangalore (IOB)
Birla Institute of Scientific Research (BISR)
Health4u Solution Sdn Bhd (BookDoc)
TDM Academy Sdn Bhd
E-Outsource Asia Sdn Bhd
Robotics Automation Centre of Excellence (RACE)
Gremener Pte Ltd
Novaglobal Pte Ltd
Fusionex Innovations Sdn Bhd
Pyramid Manufacturing Industries Pte Ltd
Adnuri Research Sdn Bhd
Alexander Associate Leadership Solution Sdn Bhd

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