



LINCOLN
UNIVERSITY COLLEGE
DKL016 (B)



ISO 9001:2015 Certified

Bachelor (Hons) in Business Administration

KPT/JSP(FA 0795)7/22

PROGRAMME DESCRIPTION

The Bachelor (Hons) in Business Administration program of Lincoln University College, Malaysia is designed to equipped students with technical and managerial skills which aim towards building future professionals rather than mere degree holders. The structure of the program is so planned that it prepares the students to imbibe holistic education and necessary skills. Throughout the coursework students get an opportunity to learn the various aspects of International Business strategy and achieve the basic managerial skills and communications skills. Our demanding Bachelor (Hons) in Business Administration program focuses on enhancing the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors at an undergraduate level. This program is a foundation for students who may want to pursue higher education in India or internationally.

PROGRAMME AIM

The Bachelor (Hons) in Business Administration program aims at developing a student's decision making ability in real time business situations, operational and analytical skills in students to tackle business problems in different sectors. The program helps students to understand different business environments in which various organizations operate. The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts those are indispensable to work in different type of organizations in diverse.

PROGRAMME DURATION

Full Time : 36 Months
Part Time : 54 Months

INTAKE AND ENTRY REQUIREMENTS

1. January. 2. May. 3. September.

- Passed Certificate of Higher Education Malaysia (STPM) or equivalent with a minimum CGPA of 2.00 or grade C in two subjects and a pass in Mathematics and The English at SPM level; or
- Passed Unified Examination Certificate (UEC) with at least grade B in 5 subjects including Maths Lessons and the English; or
- Pass Foundation/Foundation Program/basis of public/private institutions to achieve a minimum CGPA of 2.00; or
- Passed Ministry of Education Matriculation program to achieve a minimum CGPA of 2.00; or
- Diploma graduating from institutions recognized by the Malaysian Government to achieve a minimum CGPA of 2.00; or
- Route APEL - Candidates must be 21 years or older in the year of application, have relevant working experience and pass the assessment APEL conducted by MQA (Lincoln University College is subjected to the basic intake quota for students APEL set as maximum of 5% of the total student population in a given time).
- Other qualifications recognized by the Malaysian Government.

Competence of the English for international students:

Has a score of 6.0 for IELTS or TOEFL minimum score of 550

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

No.	COURSE NAME
1.	English 1
2.	Introduction To Accounting
3.	Fundamental Computer Principles & Programming
4.	English for Profesional Purpose
5.	Principles of Management
6.	Human Resource Management
7.	Principles of Marketing
8.	Internet Fundamentals & Applications
9.	Entrepreneurship
10.	English II
11.	Sociology
12.	Business Organization
13.	Business Law
14.	Islamic and Asian Civilizations (TITAS)
15.	Ethnic Relationships
16.	Malay Language Communication 3

No.	COURSE NAME
17.	Malaysian Studies 3
18.	Microeconomics
19.	Project Management
20.	E-Commerce
21.	Introduction To Financial Accounting
22.	Consumer Behavior
23.	Company Law
24.	Business Ethics
25.	Quantitative Methods
26.	Management Information System
27.	International Business Management
28.	Macroeconomics
29.	Organizational Behavior
30.	Production and Operations Management
31.	Leadership Skills and Human Relations

No.	COURSE NAME
32.	Malaysian Government and Public Policy
33.	Retail Management (RM)
34.	Event Management
35.	Marketing Management
36.	Target Economic Regions
37.	Logistics and Supply Chain Management (LSCM)
38.	Psychology
39.	Strategic Management
40.	Innovation Management for Global Competitiveness
41.	TQM AND SIX SIGMA (TSS)
42.	Business Research Methods
43.	Marketing Research
44.	Multinational Enterprise
45.	Bachelor's Thesis
46.	Community Services

