

Bachelor of Business Administration (Honours)

Majoring in Social Media, Accredited By



DISCOVER >>

BUSINESS ADMINISTRATION STUDIES @ WWW.UNIRAZAK.EDU.MY

(Wholly-owned by Yayasan Pelaburan Bumiputra)

BANK RAKYAT SCHOOL OF **BUSINESS AND ENTREPRENEURSHIP** (BRSBE)

BRSBE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMIs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields. BRSBE is best known for being the first of its kind to be accredited by CPA Australia for Bachelor of Accounting (Honours), along with other business programmes like Bachelor of Business Management (Entrepreneurship)(Honours), Bachelor of Business Administration (Islamic Banking & Finance)(Honours) and Bachelor of Taxation (Honours).

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MAJORING IN SOCIAL MEDIA

Social media (socmed) relates to websites and applications, electronically designed to enable people to publicize content quickly, efficiently, and in real-time. The capability to share photos, opinions, events, etc. in real-time has changed the manner in which we live, and also, the way we do business. When business embarks on social media as a core element of its marketing strategy, it generally sees measurable results. Taking into consideration the importance of socmed in life and business, UNIRAZAK has specially designed a BBA majoring in socmed for future employment demands. This undergraduate degree equips students with business fundamentals, socmed knowledge & skills and their practical application in work environments through hybrid learning.

What is a BBA majoring in Social Media? The program focuses on marketing fundamentals and theory infused with the practical role of digital media and communication elements in real-world business applications. A Bachelor of Business Administration majoring in Social Media prepares students for jobs that use the most up-to-date analytical tools and digital media techniques.

Core subjects focus on business quantitative and qualitative analytical tools, brand & advertising, management, communications, sales and marketing. Curricula include general consumer behaviour, entrepreneurship, data mining, digital communication and web-based applications development. The program concentration may be tailored, allowing students to focus on specific areas of interest such as retailing, marketing communications, finance & banking, or energy and oil and gas in their internship programme during the final year of study.

Individuals may be hired for positions such as social media project leaders, web developers, interactive content specialists, digital communication managers, product managers, socmed managers, consumer behaviour managers and digital designers.



COURSES OFFERED

MPU COURSES

**Tamadun Islam Tamadun Asia
(TITAS) (Local)**

Hubungan Etnik (Local)

Malaysian Studies (International)

Bahasa Melayu Komunikasi 2
(International)

Thinking Skills / Bahasa

Kebangsaan A

Introduction to the Malaysian
Constitution

**Co-Curriculum (Professional Event
Management / Community
Engagement & Volunteering)**

SCHOOL CORE COURSES

Corporate Social Policy

Principles of Management

Business Mathematics

Business Statistics

Principles of Finance

Principles of Marketing

Financial Management

Business Law

Strategic Management

Principles of Microeconomics

Principles of Macroeconomics

Organisational Behaviour

Principles of Accounting

PROGRAMME CORE COURSES

Fundamentals of Social Media

Integrated Marketing Communication

Digital Communication Strategy

Brand Management

Cost and Management Accounting

Marketing Management

Personal Selling and

Sales Management

Advertising and Social Promotion

Social Media Content Marketing

Advanced Production and

Operations Management

Data Mining

INTERNSHIP FOR BUSINESS ADMINISTRATION

UNIVERSITY COURSES

Public Speaking 1

Public Speaking 2

Volunteerism and Service Learning

Entrepreneurship and Innovation

ELECTIVE (choose 4 courses only)

FinTech and Crowdfunding

Consumer Behaviour & Social Media

Digital Revolution

Case Study and Project Management

Risk Management ***

Negotiation and Conflict Management

Shariah and Fundamentals of

Islamic Financial Planning ***

Islamic Financial Markets and Institutions

Retailing Management

Strategic Entrepreneurship

Career Opportunities

Social Media Manager

Marketing Manager

Public Relations Manager

Sales Manager

Brand Manager

Promotions Manager

Market Researcher

Media Planner

Media Buyer

*** = Represent Professional Paper

ADMISSION REQUIREMENTS

STPM	A pass at the STPM level with a minimum of Grade Point of 2.00 in any TWO (2) subjects and a pass in Mathematics and English at SPM level; Note: The requirement for a PASS in Mathematics and English at the SPM level can be excluded if the candidate obtained a credit or higher grade at STPM.
A LEVEL	A pass A-Level with a minimum of Gred D in any 2 subjects, and pass in Mathematics and English at SPM level or any equivalent qualification;
MATRICULATION	A pass at the Matriculation level, or Foundation or Pre-university with a minimum CGPA of 2.00 from an institution recognized by the Malaysian Government;
STAM	A pass at the Sijil Tinggi Agama Malaysia (STAM) level with a minimum grade of Jayyid and a pass in Mathematics and English at SPM level; Note: The requirement for PASS in Mathematics and English at the SPM level can be excluded if the candidate obtained a credit or higher grade at STAM.
UEC	A pass at the UEC level with minimum of grade B in FIVE (5) subjects including a pass in Mathematics & English;
DIPLOMA	A Diploma with a minimum CGPA of 2.00 from universities/colleges recognized by the Malaysian Government;
IB	A pass at the International Baccalaureate (IB) Diploma level with minimum score of 30 points;
OTHERS	Other equivalent qualifications recognised by MQA/Malaysian Government <ul style="list-style-type: none">• Diploma Kolej Vokasional (DVM)• Executive Diploma UM APEL (Accreditation of Prior Experiential Learning)
INTERNATIONAL	IELTS 5.5 or a minimum of Grade B2 (162) in First Cambridge English (FCE) or MUET (Malaysian University English Test) (Band 3) or other equivalent English qualifications recognised by MQA/Malaysian Government. Successful attainment of FCE minimum of Grade B2 (162) conducted by the Centre for English Language (CEL) within 12 months from the date of entry with conditional offer letter. The validity period for TOEFL and IELTS is TWO (2) years from the date of the award.

ADDITIONAL REQUIREMENTS

Credit in Mathematics at SPM level



STUDY AT AN AWARD-WINNING UNIVERSITY IN THE HEART OF A GLOBAL CITY



*All information is correct as of January 2019

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