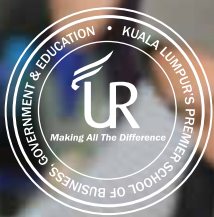


*Bachelor of Business Administration (Honours)*

*Digital Marketing, Accredited By* **CMI** Chartered  
Management  
Institute



**DISCOVER** >>

**BUSINESS ADMINISTRATION STUDIES @ [WWW.UNIRAZAK.EDU.MY](http://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).

# BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MAJORING IN DIGITAL MARKETING

This program provides students with the knowledge of how new marketing strategies, emerging technologies, and progressive marketing tools are used through digital media networks to communicate effectively with customers and optimize business planning and marketing tactics. It enables students to develop, implement and measure the impact of digital strategies, integrated with business management concepts.

Over the course of this program, students will acquire knowledge of new technologies, gain expertise in the development of marketing strategies to connect with customers and learn how to leverage social media networks for business growth.

UNIRAZAK will train you to be a proficient, highly-skilled professional, capable of demonstrating leadership in an environment of rapid change. With our project-based practical education and paperless digital learning experience, we will prepare you for any challenges and offer exciting opportunities for the rapidly changing global business marketplace.

With a Bachelor of Business Administration (Honours) majoring in in Digital Marketing, graduates can aspire to work as a Web Project Manager, E-Commerce Manager, Search Engine Optimization Manager, E-Marketing Manager or Digital Communications Manager.



# 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

Cost and Management Accounting

**Marketing Management**

E-Commerce: Micro-Multinationals

**Social Media Content Marketing**

Pay Per Click Advertising

**Applied Digital Marketing Strategies**

Digital Analytics for

Marketing Professionals

**Digital Marketing Channels**

Digital Techniques

**Advanced Production and Operations Management**

Data Mining

## INTERNSHIP FOR BUSINESS ADMINISTRATION

## UNIVERSITY COURSES

Professional Communication Skills

**Academic English**

Volunteerism and Service Learning

**Entrepreneurship and Innovation**

## ELECTIVE (choose 4 courses only)

Retailing Management

**Consumer Behaviour & Social Media**

Digital Revolution

**Case Study and Project Management**

FinTech and Crowdfunding

**Risk Management \*\*\***

Negotiation and Conflict Management

**Shariah and Fundamentals of**

**Islamic Financial Planning \*\*\***

Islamic Financial Markets and Institutions

**Strategic Entrepreneurship**

## Career Opportunities

Web Project Manager

E-Commerce Manager

Search Engine Optimization Manager

E-Marketing Manager

Digital Communications Manager.

\*\*\* = Represent Professional Paper

# ADMISSION REQUIREMENTS

<b>STPM</b>	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.
<b>A LEVEL</b>	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;
<b>MATRICULATION</b>	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;
<b>STAM</b>	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.
<b>UEC</b>	A pass at the UEC level with minimum of grade B in FIVE (5) subjects including a pass in Mathematics & English;
<b>DIPLOMA</b>	A Diploma with a minimum CGPA of 2.00 from universities/colleges recognized by the Malaysian Government;
<b>IB</b>	A pass at the International Baccalaureate (IB) Diploma level with minimum score of 30 points;
<b>OTHERS</b>	Other equivalent qualifications recognised by MQA/Malaysian Government <ul style="list-style-type: none"><li>• Diploma Kolej Vokasional (DVM)</li><li>• Executive Diploma UM</li></ul> APEL (Accreditation of Prior Experiential Learning)
<b>INTERNATIONAL</b>	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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