

*Business Management
(Entrepreneurship) BBM (Entrep) (Hons)*



DISCOVER 
ENTREPRENEURSHIP 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).

BACHELOR OF **BUSINESS MANAGEMENT** (ENTREPRENEURSHIP) (HONS)

(R2/345/6/0401) 06/25 (A9113) 05/11

This programme provides and allow the opportunity to gain exposure to the world of entrepreneurship through a holistic approach to education and training that will enable you to master the skills required to do business in Malaysia and globally. UNIRAZAK is the only university in Malaysia to offer entrepreneurship as an academic programme and partners with Babson College, the #1 ranked school for entrepreneurship programme in the USA. We guarantee you a wealth of knowledge and an enjoyable full learning experience in entrepreneurship training at our campus, at the end of which you will be running your very own business.

IN COLLABORATION WITH **BABSON COLLEGE, USA**

LEAD FACULTY TRAINED BY



“Babson is the educator, convener and thought leader for Entrepreneurship of All Kinds”

- An Independent, not-for-profit institution, Babson is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the New England Association of Schools and Colleges, and the European Quality Improvement System (EQUIS). In the 2014–2015, more than 2,100 undergraduate and 900 graduate students are attending Babson, representing more than 80 countries.
- Ranked #1 for Top Entrepreneurial programme (undergraduate) by Entrepreneur Magazine / The Princeton Review.
- Ranked #1 for Undergraduate Programme in Entrepreneurship in 1995, 1996, and 1999 to 2016 by U.S. News & World Report.



COURSES OFFERED

GENERAL COURSES BY MOHE

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

International Business

Cost and Management Accounting

Production and Operations Management

Financial Accounting

Strategic Entrepreneurship

Introduction to Human Resource Management

Social Entrepreneurship

Marketing Management

Consumer Behaviour

Entrepreneurial Culture and Behaviour

Marketing Research

Business Idea Generation

Business Plan

Business Model Validation

Business Implementation and Growth

UNIVERSITY COURSES

Academic English

Professional Communication Skills

Volunteerism & Service Learning

Entrepreneurship and Innovation

ELECTIVE (choose 4 courses only)

Sales Management

Retailing Management

New Venture Management

Small Business Management

Franchise Management

Transgenerational Entrepreneurship

Cross Cultural Management

Career Opportunities

Business Development Manager,
Insurance Agency Owner/Manager,
New Venture Founder/Manager,
Sales Representative,
Family Business Owner/Manager,
Management Analyst,

Non-Profit Organisation Founder/
Manager,
Small Business Owner/Manager,
Franchise Business Owner/Manager,
Management Consultant,
and Realtor/Real Estate Manager.

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)• Diploma Executive 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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