

INTAKES:  
JANUARY > APRIL > SEPTEMBER



INNOVATIVE  
LEARNING



FINANCIAL  
AID



NATIONAL  
ACCESSIBILITY



AWARD WINNING  
UNIVERSITY

A photograph of three students sitting on a bench in a university hallway. A woman in a hijab is on the left, a man in a denim jacket is in the middle, and a woman in a light blue shirt is on the right. They are all smiling and looking towards the camera. The man is holding a tablet. In the background, other students and a whiteboard are visible.

# BUSINESS & TECHNOLOGY PROGRAMMES

# MORE OPPORTUNITIES FOR SUCCESS WITH COURSES THAT GIVE YOU THE COMPETITIVE EDGE

UNITAR has an established reputation for excellence in Business, Technology and Hospitality education. We offer quality courses that are relevant and industry responsive, with global leaders as our partners. Attracting both national and international students, our range of undergraduate and postgraduate programmes enhance careers in today's competitive environment.



MAIN CAMPUS:  
UNITAR International University  
Kelana Jaya.

## AWARDS & ACCOLADES



## UNITAR STRENGTHS

**35,000+**  
**GRADUATES**

**MQA ACCREDITED**  
and accepted globally  
by Commonwealth countries

**1st**  
**VIRTUAL**  
**UNIVERSITY**  
in Southeast Asia

**MORE THAN 2 DECADES**  
in Malaysia; pioneering  
private University

**2018 PUTRA BRAND**  
**AWARDS WINNER**  
"The People's Choice"  
Education & Learning Category

## FACULTY STRENGTHS

### Affordable Programmes

UNITAR aims to provide education at an affordable price, without compromising the quality of education or campus facilities.

### Towards Professional Accreditation

All our programmes are recognised globally and bring you a step closer towards obtaining a professional accreditation in your preferred field of study.

### Up To 100% Financial Aid & Scholarships

Students can apply for financial aid ranging from government loans such as PTPTN, to corporate and UNITAR scholarships.

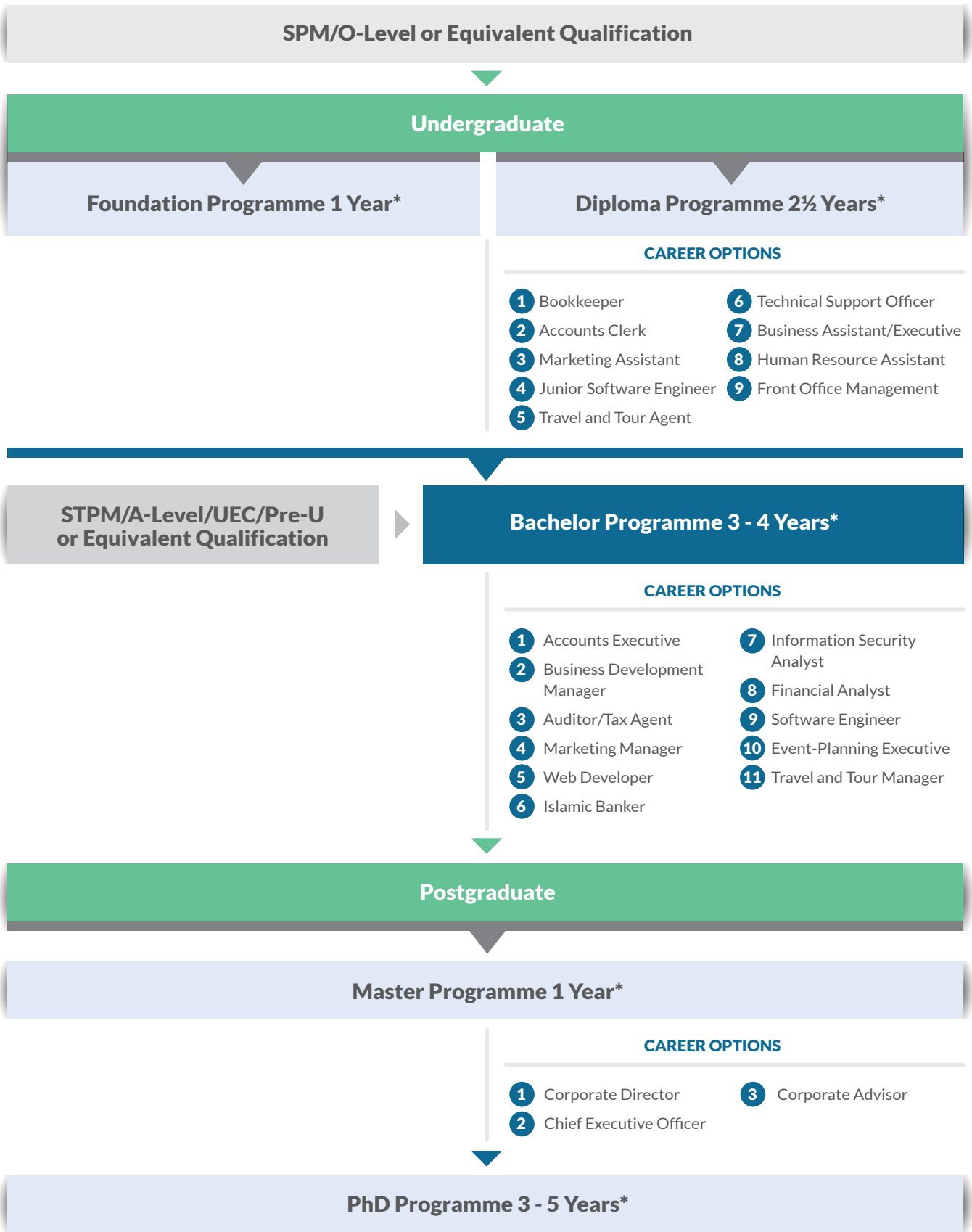
### Renowned Guest Speakers

Well-known guest speakers are invited to share their experiences with our students, inspiring and giving them the opportunity to ask questions and hear from experts.

### Strong Industry Partnerships

Strategic alliances with key market leaders, locally and internationally, to enhance students' experience, employability and future career path.

# PROGRAMME PATHWAYS



\*Terms and conditions apply.

# AT A GLANCE

## Undergraduate Programmes

- Accounting
- Information Technology
- Management
- Finance (Islamic Finance)
- Business Administration
- Logistics
- Hotel Management
- Hospitality Management
- Tourism Management

	Diploma	Bachelor's Degree		
Duration	<ul style="list-style-type: none"> <li>• Accounting</li> <li>• Information Technology</li> <li>• Hotel Management</li> <li>• Tourism Management</li> <li>• Business Administration</li> <li>• Logistics</li> </ul>	<ul style="list-style-type: none"> <li>• Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Finance (Islamic Finance)</li> <li>• Hospitality Management</li> </ul>	<ul style="list-style-type: none"> <li>• Business Administration 9 semesters   3 years</li> <li>• Management 10 semesters   3½ years</li> <li>• Information Technology 9 semesters   3 years</li> </ul>
	7 semesters   2½ years	12 semesters   4 years	9 semesters   3 years	
Admission through Accreditation of Prior Experiential Learning (APEL)	Applicants through APEL must have passed the assessment and be a Malaysian citizen with relevant work experience.			
	More than 20 years of age in the year of application.	More than 21 years of age in the year of application.		
Intakes	January   April   September			

## Postgraduate Programmes

- Information Technology
- Management
- Business Administration
- Hospitality

	Master			Doctor of Philosophy (PhD)
	<ul style="list-style-type: none"> <li>• Business Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Information Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Hospitality Management</li> </ul>	<ul style="list-style-type: none"> <li>• Information Technology</li> <li>• Management</li> <li>• Business Administration</li> </ul>
Duration	3 semesters   1 Year			Minimum: 3 years Maximum: 5 years
Admission through Accreditation of Prior Experiential Learning (APEL)	Applicants through APEL must have passed the assessment and be a Malaysian citizen with relevant work experience.			
	More than 30 years of age in the year of application.			
Intakes	January   April   September			

**DIPLOMA IN ACCOUNTING**

[R/344/4/0082(MQA/FA1705)02/22] • [R-DL/344/4/0085(MQA/FA1860)04/22]

**BACHELOR OF ACCOUNTING (HONS)**

[R/344/6/0067(MQA/FA0904)01/22]

**ENTRY REQUIREMENTS**

- > Pass SPM or its equivalent with at least credit in three (3) subjects including Mathematics and pass in English; **OR**
- > Pass STPM or its equivalent with a minimum Grade C (NGMP 2.00) in any subject and credit in Mathematics and pass in English at SPM or its equivalent; **OR**
- > Pass STAM with a minimum Grade Maqbul and credit in Mathematics and pass in English at SPM or its equivalent; **OR**
- > Pass Sijil Kemahiran Malaysia (SKM) Level 3 in the related field, and pass in SPM or its equivalent, with at least 1 credit in any subject and credit in Mathematics and pass in English; **OR**
- > Pass BTEC Level 3 and pass SPM or its equivalent, with a minimum of 1 credit in any subject and credit in Mathematics and pass in English; **OR**
- > Any recognised certificate or its equivalent in the related field.

- > Pass MUET Band 2; **AND**
- > Pass STPM or its equivalent with a minimum Grade C+ (CGPA 2.33) in two (2) subjects and credit in Mathematics\* at SPM **OR**
- > Pass in STAM with a minimum grade Jayyid and credit in Mathematics\* at SPM; **OR**
- > Pass Diploma in Accounting / Matriculation / Foundation or its equivalent; with a minimum CGPA 2.50, and credit in Mathematics\* at SPM; **OR**
- > Pass BTEC Level 4 & 5 with credit in 3 subjects at SPM level including Mathematics\* and pass in English; **OR**
- > Other qualifications that are recognised by the Malaysian Government.
- > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
  - a) be a Malaysian citizen;
  - b) be more than 21 years of age in the year of application;
  - c) have relevant work experience/prior experiential learning; **and**
  - d) have passed the APEL assessment.

\*Mathematics credit requirement at SPM level for candidates can be exempted, if the qualifications comprise a Mathematics subject and the achievement is equivalent to/more than the credit requirement of the subject at SPM level.

**AREAS OF KNOWLEDGE**

**Financial Accounting**

Bookkeeping concepts with the ability to prepare a full set of financial statements

**Management Accounting**

Concepts and terminology of cost, including the different techniques of cost management

**Audit & Assurance**

The nature and fundamental concepts of auditing, with emphasis on external and statutory audits

**Tax & Law**

Calculation and preparation of tax assessments, and an introduction to corporate law

**Strengths:**

- Student will get SQL certificate at the end of the programme.

**Financial Accounting**

Principles and techniques for evaluation and reporting in accordance with approved financial accounting standards

**Management Accounting**

Techniques including budgeting and the functions of planning, controlling and decision making

**Audit & Assurance**

How to fulfill regulatory requirements and meet internal management objectives

**Business Analysis**

Improved performance and to achieve the competitive advantage at a global level

**Tax & Law**

Aspects at corporate level, including the role of indirect taxes

**Strengths:**

- Maximum exemptions from ICAEW, ACCA & CPA Australia, CIMA 6 papers (of 11).
- Accelerated Programme with ACCA – sit for 2 professional papers during internship.
- SQL software is being used in almost 210,000 companies in Malaysia.
- Student will get SQL certificate at the end of the programme.

# ACCOUNTING

## DIPLOMA IN ACCOUNTING

[R/344/4/0082(MQA/FA1705)02/22] • [R-DL/344/4/0085(MQA/FA1860)04/22]

## BACHELOR OF ACCOUNTING (HONS)

[R/344/6/0067(MQA/FA0904)01/22]

### COURSES\*

#### Year 1

- |  |                                    |
|--|------------------------------------|
| 1 Introduction to Management               | 8 Appreciation of Entrepreneurship |
| 2 Business Mathematics                     | 9 Introduction to Economics        |
| 3 Fundamentals of Information Technology   | 10 Introduction to Business Law    |
| 4 Interpersonal and Communicational Skills | 11 Business Statistics             |
| 5 English 3                                | 12 Cost and Management Accounting  |
| 6 Introduction to Finance                  | 13 Financial Accounting I          |
| 7 Pengajian Malaysia 2                     | 14 Financial Accounting II         |

#### Year 1

- |                                       |   |
|---------------------------------------|---|
| 1 TITAS/Malaysian Studies 3 (Int)     | 7 Business Accounting                   |
| 2 Hubungan Etnik                      | 8 Business Law                          |
| 3 Principles of Finance               | 9 Principles of Economics               |
| 4 Quantitative Methods in Business    | 10 Principles of Management             |
| 5 Management Accounting               | 11 Taxation 1                           |
| 6 Introduction to Information Systems | 12 Financial Accounting and Reporting 1 |

\*Subject to curriculum review from time to time.



“ UNITAR’s connections benefit student learning and career development. Step past our doors and experience a wider community through us. ”

**DIPLOMA IN ACCOUNTING**

[R/344/4/0082(MQA/FA1705)02/22] • [R-DL/344/4/0085(MQA/FA1860)04/22]

**BACHELOR OF ACCOUNTING (HONS)**

[R/344/6/0067(MQA/FA0904)01/22]

**COURSES\***

**Year 2**

- |   |  |
|---|--|
| 1 Financial Accounting III              | 7 Principles of Taxation                     |
| 2 Financial Accounting IV               | 8 Introduction to Business Ethics and Values |
| 3 Introduction to Company Law           | 9 Community Service                          |
| 4 Skill Enhancement/Bahasa Kebangsaan A | 10 Taxation for Decision Making              |
| 5 Culture and Society                   | 11 Auditing                                  |
| 6 Computerised Accounting System        | 12 Intro to Digital Business                 |

**Year 3**

- 1 Industrial Training

**Year 2**

- |  |  |
|--|--|
| 1 Financial Accounting and Reporting 2 | 7 Company Law                          |
| 2 Financial Accounting and Reporting 3 | 8 Financial Management                 |
| 3 Financial Accounting and Reporting 4 | 9 Ethics, Risks & Corporate Governance |
| 4 Taxation 2                           | 10 Business Communication              |
| 5 Accounting Information Systems       | 11 Design Thinking/Bahasa Kebangsaan A |
| 6 Entrepreneurship                     | 12 Service Management                  |
|  | 13 Audit & Assurance 1                 |

**Year 3**

- |  |                                 |
|--|---------------------------------|
| 1 Audit & Assurance 2                  | 7 Advanced Financial Management |
| 2 Financial Accounting and Reporting 5 | 8 Integrated Case Study         |
| 3 Public Sector Accounting             | 9 Elective 1                    |
| 4 Strategic Management                 | 10 Elective 2                   |
| 5 Digital Business                     | 11 Elective 3                   |
| 6 Recreational Event Planning          |                                 |

**Year 4**

- 1 Industrial Training

**Electives**

- |  |   |
|--|---|
| 1 Fundamentals of Internal Audit (IIA) | 5 Advanced Taxation (Malaysia)          |
| 2 Internal Audit Practice              | 6 Forensic and Investigative Accounting |
| 3 Advanced Internal Audit              | 7 Corporate Reporting                   |
| 4 Advanced Performance Management      | 8 Islamic Accounting                    |

**Note:** Professional bodies such as the ACCA, ICAEW and CPA Australia may offer some exemptions for Diploma in Accounting and maximum exemptions for Bachelor of Accounting (Hons), subject to change.

\*Subject to curriculum review from time to time.



## INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION  
TECHNOLOGY

[R/481/4/0152(MQA/FA1696)02/22]

BACHELOR OF INFORMATION  
TECHNOLOGY (HONS)

[R/481/6/0155(MQA/FA1697)02/22] • [R-DL/481/6/0170(MQA/FA1857)02/22]

## ENTRY REQUIREMENTS

- > Pass SPM or its equivalent, with at least credit in three (3) subjects including Mathematics; **OR**
- > Pass STPM or its equivalent, with a minimum Grade C (NGMP 2.00) in any subject and credit in Mathematics at SPM; **OR**
- > Pass STAM with a minimum Grade Maqbul and credit in Mathematics at SPM or its equivalent; **OR**
- > Pass Sijil Kemahiran Malaysia (SKM) Level 3, and credit in Mathematics at SPM or its equivalent; **OR**
- > Pass BTEC Level 3 and pass SPM or its equivalent, with a minimum of one (1) credit in any subject; **OR**
- > Any recognised qualification that is equivalent to certificate (MQF, Level 3) and credit in Mathematics in SPM or its equivalent; **OR**
- > Pass in Computing Certificate or its equivalent, recognised by the Malaysian Government; **OR**
- > Pass in Technical Certificate/Vocational or equivalent and recognised by the Malaysian Government with one (1) year related working experience or one (1) semester of transaction programme.

**Note:** Candidates without a credit in Mathematics in SPM or its equivalent, can be registered should the previous certificate programme contain a mathematics subject that is equivalent to Mathematics in SPM.

- > Pass Matriculation or Foundation with minimum CGPA of 2.0 and credit in Mathematics at SPM level or its equivalent; **OR**
- > Pass STPM with a minimum Grade C (NGMP 2.00) in two (2) subjects and credit in Mathematics in SPM or its equivalent; **OR**
- > Pass Diploma in Computer Science or Software Engineering or Information Technology or Information Systems or its equivalent, with a minimum CGPA of 2.50 and credit in Mathematics in SPM or its equivalent, can be registered subject to a rigorous internal assessment; **OR**
- > Any Diploma in Science and Technology or Business Studies with minimum CGPA of 2.50 and credit in Mathematics at SPM level can be registered subject to a rigorous internal assessment; **OR**
- > Pass BTEC Level 4 & 5 and pass in SPM or its equivalent, with at least three (3) credits in any subjects including Mathematics; **OR**
- > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
  - a) be a Malaysian citizen;
  - b) be more than 21 years of age in the year of application;
  - c) have relevant work experience/prior experiential learning; **and**
  - d) have passed the APEL assessment.

**\*Note:** Mathematic credit terms at SPM level for candidates (i), (ii), (iii) and (iv) can be exempted, if the qualifications comprise of a mathematic subject and the achievement is equivalent to/more than the credit requirement of the subject at SPM level.



“

Our programmes are designed from a 360° view of theoretical knowledge, practical know-how and real-world experience.

”

# INFORMATION TECHNOLOGY

## DIPLOMA IN INFORMATION TECHNOLOGY

[R/481/4/0152(MQA/FA1696)02/22]

## BACHELOR OF INFORMATION TECHNOLOGY (HONS)

[R/481/6/0155(MQA/FA1697)02/22] • [R-DL/481/6/0170(MQA/FA1857)02/22]

### AREAS OF KNOWLEDGE

#### Application and Web Programming

Covers fundamental programming, applications and web development

#### Computer Systems and Organisation

Architecture for modern computer systems

#### Data Communication and Computer Networking

Essential knowledge for information transmission and communication

#### Database

Core concepts and practical skills of database management systems

#### Computer and Network Security

Strategy to protect computer system, network and electronic data

#### Data Analytics

Collection, processing and analysis of big data transforms raw information to business intelligence

#### Software Engineering

Design, construct and test applications on various programming platforms

### COURSES\*

#### Year 1

- |   |  |
|---|--|
| 1 Fundamentals of Information Technology      | 7 Computer System and Organisation       |
| 2 Introduction to Management                  | 8 Pengajian Malaysia 2                   |
| 3 Fundamentals of Programming                 | 9 Fundamentals of Statistics             |
| 4 Fundamentals of Multimedia                  | 10 Databases                             |
| 5 Fundamentals of Internet and Web Publishing | 11 Programming Principles and Techniques |
| 6 Fundamentals of Mathematics                 | 12 English 1                             |
|   | 13 English 2                             |
|   | 14 English 3                             |

#### Year 1

- |  |                                    |
|--|------------------------------------|
| 1 Introduction to Information System     | 8 English for Academic Purposes    |
| 2 Information Security Management        | 9 Hubungan Etnik                   |
| 3 Discrete Mathematics                   | 10 TITAS/Malaysian Studies 3 (Int) |
| 4 Programming Principles and Techniques  | 11 Business Communication          |
| 5 Computer Organisation and Architecture | 12 Elective 1                      |
| 6 Computer Ethics and Cyber Laws         | 13 Elective 2                      |
| 7 Databases                              | 14 Elective 3                      |

#### Year 2

- |  |                              |
|--|------------------------------|
| 1 System Analysis and Design                 | 7 Internet Programming       |
| 2 Data Communication and Computer Networking | 8 Community Service          |
| 3 Skill Enhancement/Bahasa Kebangsaan A      | 9 Human Computer Interaction |
| 4 Culture and Society                        | 10 Information Security      |
| 5 Algorithms and Data Structures             | 11 Elective 1                |
| 6 Object Oriented Programming                | 12 Elective 2                |

#### Year 2

- |  |   |
|--|---|
| 1 Elective 4                                 | 8 Algorithms and Data Structures        |
| 2 Human Computer Interaction                 | 9 Principles of Artificial Intelligence |
| 3 Data Communication and Computer Networking | 10 Entrepreneurship                     |
| 4 Design Thinking/Bahasa Kebangsaan A        | 11 Minor Project                        |
| 5 Object-Oriented Programming                | 12 Specialisation 1                     |
| 6 Systems Analysis and Design                | 13 Specialisation 2                     |
| 7 Internet Programming                       | 14 Specialisation 3                     |

\*Subject to curriculum review from time to time.

## INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION  
TECHNOLOGY

[R/481/4/0152(MQA/FA1696)02/22]

BACHELOR OF INFORMATION  
TECHNOLOGY (HONS)

[R/481/6/0155(MQA/FA1697)02/22] • [R-DL/481/6/0170(MQA/FA1857)02/22]

## COURSES\*

## Year 3

- 1 Industrial Training

## Electives

- |                                    |                            |
|------------------------------------|----------------------------|
| 1 Software Quality and Testing     | 3 Computer Security Ethics |
| 2 Multimedia System and Techniques | 4 Operating Systems        |

## Year 3

- |                    |                               |
|--------------------|-------------------------------|
| 1 Specialisation 4 | 5 Major Project               |
| 2 Specialisation 5 | 6 Recreational Event Planning |
| 3 Specialisation 6 | 7 Operating Systems           |
| 4 Specialisation 7 | 8 Industrial Training         |

## Elective 1, 2 &amp; 3 (Choose 3)

- |                        |                                       |
|------------------------|---------------------------------------|
| 1 Digital Business     | 4 Labour Law and Industrial Relations |
| 2 Service Management   | 5 Introduction to Psychology          |
| 3 Quantitative Methods |                                       |

## Elective 4 (Choose 1)

- |                            |                               |
|----------------------------|-------------------------------|
| 1 Principles of Management | 3 Personal Financial Planning |
| 2 Principles of Accounting |                               |

## Specialisation: Computer and Network Security

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1 Computer Forensics Investigation | 5 Cloud Computing and Administration |
| 2 Ethical Hacking                  | 6 Cryptography and Network Security  |
| 3 Advanced Computer Networking     | 7 Web Application Security           |
| 4 Mobile Wireless Network          |                                      |

## Specialisation: Data Analytics

- |  |                                  |
|--|----------------------------------|
| 1 Business Intelligence                  | 5 Principles of Machine Learning |
| 2 Applied Mathematics for Data Analytics | 6 Big Data Analytics             |
| 3 Programming for Data Analytics         | 7 Business Analytics             |
| 4 Research Methods for Data Analytics    |                                  |

## Specialisation: Software Engineering

- |  |                                    |
|--|------------------------------------|
| 1 Requirements Engineering             | 5 Software Testing and Maintenance |
| 2 Object-Oriented Software Engineering | 6 Web Engineering                  |
| 3 Software Quality and Metrics         | 7 Software Architecture and Design |
| 4 Software Project Management          |                                    |

\*Subject to curriculum review from time to time.

## INFORMATION TECHNOLOGY

MASTER OF INFORMATION  
TECHNOLOGY

[R/481/7/0158(MQA/FA1699)01/22]

DOCTOR OF PHILOSOPHY  
IN INFORMATION TECHNOLOGY

[R-DL/482/8/0144(MQA/FA1743)01/22]

## ENTRY REQUIREMENTS

- > A Bachelor's Degree or its equivalent with a minimum CGPA of 2.75; **OR**
- > A Bachelor's Degree or its equivalent, with minimum CGPA of 2.50 but not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; **OR**
- > A Bachelor's Degree or its equivalent, with CGPA below 2.50, can be accepted subject to minimum five (5) years working experience in the related field.

**Note:** For candidates without a degree in the field of computing, pre-requisite modules will be offered as an early preparation for their further studies.

- > A Master's Degree in the field of Information Technology/Computer Science/Software Engineering or its equivalent; **AND** pass SPM with credit in English; **OR**
- > A Master's Degree from an institution which uses English as the medium of instruction; **OR**
- > Pass an internal assessment (oral examination) set by the university, with a minimum grade of C. The panel of the assessment shall comprise two senior members of the faculty/school and a representative from the English Language Department from UNITAR Foundation School (UFS) or from another relevant department. The panel is appointed by the Dean/Director of the respective faculty/school/centers; **AND**
- > For international students, candidates with a minimum score of 550 in TOEFL or minimum score of 6.5 in IELTS. Any additional assistance will be provided by the English Language Department; **AND**
- > A proposal of about 500 words in English must be submitted with all the relevant documents required for admission to the University on the registration day. **OR**
- > Any other equivalent qualification recognised by the Malaysian Government.
- > **PhD's Programme by Research**
  - a) There is no direct entry from the Degree programme to the Doctorate programme.
  - b) Qualified Degree candidates who enrol for a Master's programme can apply to change to a Doctorate programme within one (1) year after signing for a Master's programme, subject to the following provisions:
    - Have demonstrated competence and capability in conducting research at Doctorate level
    - Rigorous internal assessment by the PPT
    - Approval from the PPT's Senate

# INFORMATION TECHNOLOGY

## MASTER OF INFORMATION TECHNOLOGY

[R/481/7/0158(MQA/FA1699)01/22]

## DOCTOR OF PHILOSOPHY IN INFORMATION TECHNOLOGY

[R-DL/482/8/0144(MQA/FA1743)01/22]

### AREAS OF KNOWLEDGE

#### Cyber Security

Policies and practices to monitor and prevent unauthorised access, misuse, modification and denial of service of a computer network and resources

#### Web Technology

Programming languages including markup languages and multimedia packages to create applications for the web

#### Data Science and Analytics

Methods, processes, algorithms and systems to extract knowledge and insights from structured and unstructured data

#### Artificial Intelligence and Machine Learning

The study of algorithms and statistical models that computer systems use to perform tasks without explicit instructions, mimicking human intelligence

#### Internet of Things

Giant network of connected devices including wireless sensors, software, actuators and computer devices to improve how we work and live

#### Blockchain and Distributed Ledger Technology

Used to record transactions efficiently and in a verifiable and permanent way, with potential application in multiple industries such as the financial industry, governments, identity management and healthcare

### COURSES\*

#### Year 1

- |  |                                   |
|--|-----------------------------------|
| 1 Cyber Laws and Ethics                            | 7 Analytics for Decision Making   |
| 2 Computer Networking                              | 8 Software Process and Management |
| 3 Research Methodology                             | 9 Elective 1                      |
| 4 Software Design and Development                  | 10 Elective 2                     |
| 5 Big Data Analytics Programming                   | 11 Project Paper                  |
| 6 Information Security Architecture and Management |                                   |

#### Elective: Cybersecurity

- |                                      |  |
|--------------------------------------|--|
| 1 Cryptography and Internet Security | 2 Computer Forensics and Investigation |
|--------------------------------------|--|

#### Elective: Web Technology

- |                               |                                     |
|-------------------------------|-------------------------------------|
| 1 Internet and Web Technology | 2 E-Commerce Systems and Strategies |
|-------------------------------|-------------------------------------|

#### Elective: Data Science

- |                    |                                 |
|--------------------|---------------------------------|
| 1 Machine Learning | 2 Business Intelligence Systems |
|--------------------|---------------------------------|

#### Year 1

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| 1 Advanced Research Methodology   | 4 Advanced Quantitative Analysis |
| 2 Advanced Research Ethics        | 5 Colloquium 1                   |
| 3 Advanced Qualitative Techniques |                                  |

#### Year 2

- |                                   |                 |
|-----------------------------------|-----------------|
| 1 Proposal Submission and Defense | 3 Development 1 |
| 2 Colloquium 2                    | 4 Development 2 |

#### Year 3

- |                             |  |
|-----------------------------|--|
| 1 Development 3             | 4 Presentation and 1 International Refereed Publication of Research Findings |
| 2 Colloquium 3              |  |
| 3 Evaluation and Validation | 5 Thesis Submission and Defense  |

\*Subject to curriculum review from time to time.



“ Today’s competitive environment requires professionals to embrace change. We instil a strong sense of self-belief in our students to enable them to face challenges and business issues with confidence. ”

# FINANCE (ISLAMIC FINANCE)

## BACHELOR OF FINANCE (ISLAMIC FINANCE) (HONS)

[R/343/6/0099(MQA/FA3362)04/24]

### ENTRY REQUIREMENTS

- > Pass STPM with at least Grade C+ (PNG 2.33) in any two (2) subjects; and credit in Mathematics and pass in English in SPM; **OR**
- > Pass STAM with a minimum Grade Jayyid and credit in Mathematics and pass in English at SPM; **OR**
- > Pass Diploma in 'Finance', 'Banking', 'Insurance' or related programme (MQF, Level 4) with minimum CGPA of 2.50; **OR**
- > Pass Matriculation / Foundation with a minimum CGPA of 2.50 and credit in Mathematics and pass in English at SPM; **OR**
- > Pass BTEC Level 4 & 5 and pass SPM with at least three (3) credits in any subjects (or its equivalent); **OR**
- > Any other equivalent qualification recognised by the Malaysian Government; **OR**
- > With minimum marks of 6.0 in International English Language Testing System (IELTS) for international students.
- > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
  - a) be a Malaysian citizen;
  - b) be more than 21 years of age in the year of application;
  - c) have relevant work experience/prior experiential learning; **and**
  - d) have passed the APEL assessment.

### AREAS OF KNOWLEDGE

#### Conventional Banking & Finance

Basics and fundamental skills for professional bankers

#### Accounting & Management Skills

Including time management and organisational skills

#### Zakat & Taxation

Administration, focusing on its impact on individuals and businesses

#### Risk Management & Takaful

Analysis and the risk mitigation effect of insurance

#### Islamic Estate & Retirement Planning

Administration, advising on estate and retirement planning

#### Fundamentals of Islamic Financial Planning

Analysis of cashflow and net worth in preparation for achieving financial goals

#### Shariah Audit & Governance

The corresponding roles they play in financial institutions

### COURSES\*

#### Year 1

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| 1 Principles of Management      | 8 TITAS/Malaysian Studies 3 (Int) |
| 2 Islamic Theology              | 9 Principles of Finance           |
| 3 Business Accounting           | 10 Quantitative Methods           |
| 4 English for Academic Purposes | 11 Business Law                   |
| 5 Digital Business              | 12 Business Communication         |
| 6 Usul Fiqh                     | 13 Foreign Language (Arabic I)    |
| 7 Hubungan Etnik                | 14 Foreign Language (Arabic II)   |

#### Year 2

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| 1 Corporate Social Policy             | 9 Entrepreneurship              |
| 2 Principles of Economics             | 10 Islamic Finance              |
| 3 Islamic Law of Contract             | 11 Corporate Finance            |
| 4 Design Thinking/Bahasa Kebangsaan A | 12 Financial Statement Analysis |
| 5 Qawaid Fiqhiyyah                    | 13 International Finance        |
| 6 Financial Management                | 14 Elective 1                   |
| 7 Fiqh Muamalat                       |                                 |
| 8 Islamic Accounting                  |                                 |

#### Year 3

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| 1 Elective 2                         | 6 Recreational Event Planning       |
| 2 Elective 3                         | 7 Investment Analysis               |
| 3 Financial Markets and Institutions | 8 Research Methods                  |
| 4 Islamic Economics                  | 9 Industrial Training/Project Paper |
| 5 Personal Financial Planning        |                                     |

#### Electives:

- 1 Zakat and Taxation
- 2 Risk Management and Takaful
- 3 Fundamentals of Islamic Financial Planning
- 4 Islamic Estate and Retirement Planning
- 5 Shariah Audit and Governance for Islamic Financial Institutions
- 6 Any elective approved by the faculty (Free Elective)



### BACHELOR OF MANAGEMENT (HONS)

[R/345/6/0171(MQA/FA1710)04/22] • [R-DL/345/6/0164(MQA/FA1865)04/22]

### DOCTOR OF PHILOSOPHY IN MANAGEMENT

[N/345/8/0487(MQA/PA3741)10/19]

#### ENTRY REQUIREMENTS

- > Pass STPM or its equivalent with a minimum Grade C (NGMP 2.00) in two (2) subjects; and pass Mathematics and English in SPM or its equivalent; **OR**
  - > Pass STAM with a minimum Grade Jayyid and pass Mathematics and English in SPM; **OR**
  - > Any other equivalent qualification to Diploma and Advance Diploma (MQF, Level 4 & 5), with a minimum CGPA of 2.0; **OR**
  - > Pass Matriculation/Foundation with a minimum CGPA of 2.00 or its equivalent; **OR**
  - > Pass BTEC Level 4 & 5 and pass SPM or its equivalent with at least three (3) credits in any subjects; **OR**
  - > Any other equivalent qualification recognised by the Malaysian Government; **OR**
  - > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
    - a) be a Malaysian citizen;
    - b) be more than 21 years of age in the year of application;
    - c) have relevant work experience/prior experiential learning;
    - and**
    - d) have passed the APEL assessment.
- > Master's Degree in Business (MQF, Level 7) or in other related discipline and recognised by the University Senate; **OR**
  - > Other qualifications equivalent to a Master's Degree (MQF, Level 7) that are recognised by the University Senate; **AND**
  - > For local candidates, a pass in SPM with a minimum credit in English or subject or its equivalent. For international students, a minimum score of 550 in TOEFL or minimum score of 6.5 in IELTS. The validity of both qualifications is two (2) years from the awarded date; **AND**
  - > A proposal of about 500 words in English must be submitted with the relevant documents required for admission to the University; **AND**
  - > A Master's Degree from an institution which uses English as the medium of instruction; **OR**
  - > Pass an internal assessment (oral examination) set by the University, with a minimum grade of C. The panel for the assessment shall comprise two senior members of the faculty/school and a representative from the English Language Department from UNITAR Foundation School (UFS) or other relevant departments. The panel is appointed by the Dean/Director of the respective faculty/school/centres. Any additional assistance will be provided by the staff from the English Language Department.
  - > **PhD's Programme by Research**
    - a) There is no direct entry from the Degree programme to the Doctorate programme.
    - b) Qualified Degree candidates who enrol for a Master's programme can apply to change to a Doctorate programme within one (1) year after signing for a Master's programme, subject to the following provisions:
      - Have demonstrated competence and capability in conducting research at Doctorate level
      - Rigorous internal assessment by the PPT
      - Approval from the PPT's Senate



“

What's great about Business & Tech at UNITAR is that it's more than just learning in lecture halls. It's internships. Global projects. And the life-changing experience of being supported by passionate staff and peers.

”

## MANAGEMENT

**BACHELOR OF  
MANAGEMENT (HONS)**

[R/345/6/0171(MQA/FA1710)04/22] • [R-DL/345/6/0164(MQA/FA1865)04/22]

**DOCTOR OF PHILOSOPHY  
IN MANAGEMENT**

[N/345/8/0487(MQA/PA3741)10/19]

## AREAS OF KNOWLEDGE

**Ideation**

Create prototypes and test ideas with real customers, to address their needs

**Digital Marketing**

Overview with business models including advertising and social media marketing

**Technopreneurship**

The feasibility of potential commercial opportunities

**Finance for Entrepreneurship**

Understanding profitability in business models

**Customer Relationship Management**

Devising strategies to fulfill customer needs

**Human Resource Management**

Hiring, firing, training and motivating employees

**Digital Marketing**

Marketing of products and services through the internet, mobile phones, display advertising and other digital mediums

**Quality Management**

Policies, planning and assurance as well as quality control and improvement

**Entrepreneurship**

Processes involved in designing, launching and running a new business

**Knowledge Management**

A multidisciplinary approach to using information to achieve organisational objectives

**Service Quality**

Assessment to determine how well a delivered service meets clients' expectations

**Consumer Behaviour**

Study of individuals and groups and their emotional, mental and behavioural responses, including how organisations respond, to the purchase, use and disposal of goods and services

## COURSES\*

**Year 1**

- |                                  |  |
|----------------------------------|--|
| 1 Principles of Management       | 9 Hubungan Etnik                       |
| 2 Microeconomics                 | 10 TITAS/Malaysian Studies 3 (Int)     |
| 3 Principles of Marketing        | 11 Principles of Finance               |
| 4 Macroeconomics                 | 12 Business Statistics                 |
| 5 English for Academic Purposes  | 13 Design Thinking/Bahasa Kebangsaan A |
| 6 Organisational Behaviour       | 14 Business Law                        |
| 7 Principles of Accounting       | 15 Entrepreneurship                    |
| 8 Management Information Systems |  |

**Year 1**

- |  |                                  |
|--|----------------------------------|
| 1 Advanced Research Methodology            | 6 Advanced Quantitative Analysis |
| 2 Proposal and Thesis Writing              | 7 Proposal Preparation 1         |
| 3 Advanced Qualitative Analysis Techniques | 8 Proposal Submission            |
| 4 Advanced Research Ethics                 | 9 Colloquium 1                   |
| 5 Seminar on Current Issues in Management  |                                  |

\*Subject to curriculum review from time to time.

# MANAGEMENT

## BACHELOR OF MANAGEMENT (HONS)

[R/345/6/0171(MQA/FA1710)04/22] • [R-DL/345/6/0164(MQA/FA1865)04/22]

## DOCTOR OF PHILOSOPHY IN MANAGEMENT

[N/345/8/0487(MQA/PA3741)10/19]

### COURSES\*

#### Year 2

- |                               |  |
|-------------------------------|--|
| 1 Corporate Social Policy     | 7 Business Communication               |
| 2 International Business      | 8 Total Quality Management             |
| 3 Human Resource Management   | 9 Elective                             |
| 4 Business Research Methods   | 10 Labor Law and Industrial Relations  |
| 5 Service Quality Management  | 11 Production and Operation Management |
| 6 Recreational Event Planning |  |

#### Year 2

- |                             |                   |
|-----------------------------|-------------------|
| 1 Review of Literature 1    | 5 Data Collection |
| 2 Review of Literature 2    | 6 Data Analysis   |
| 3 Proposal Defense          | 7 Colloquium 2    |
| 4 Pilot / Preliminary Study |                   |

#### Year 3

- |   |                                   |
|---|-----------------------------------|
| 1 Entrepreneurship                        | 4 Negotiation and Problem Solving |
| 2 Strategic Management                    | 5 Project Management              |
| 3 Quality Management Systems and Auditing |                                   |

#### Year 3

- |                                       |  |
|---------------------------------------|--|
| 1 Colloquium 3                        | 3 Submission of Thesis & Final Defense |
| 2 Thesis Writing and Review of Thesis |  |

#### Year 4

- 1 Industrial Training

#### Elective: Entrepreneurship

- |  |                                    |
|--|------------------------------------|
| 1 Ideation and Discovery in Entrepreneurship | 4 Financial Management for SME     |
| 2 Digital Marketing                          | 5 Intellectual Property Management |
| 3 Customer Relationship Management           | 6 Technopreneur                    |

#### Elective: Administrative Management

- |                                    |                                    |
|------------------------------------|------------------------------------|
| 1 Professional Office Procedure    | 4 Customer Relationship Management |
| 2 Administrative Office Management | 5 Ethics for Manager               |
| 3 Managing Change                  | 6 Managerial Risk Management       |

\*Subject to curriculum review from time to time.

# BUSINESS ADMINISTRATION

## DIPLOMA IN BUSINESS ADMINISTRATION

[R/345/4/0154(MQA/FA1709)02/22] • [R-DL/345/4/0159(MQA/FA1864)04/22]

## BACHELOR OF BUSINESS ADMINISTRATION (HONS)

[R/345/6/0969(MQA/FA1711)02/22] • [R-DL/345/6/0105(MQA/FA1866)04/22]

### ENTRY REQUIREMENTS

- > Pass SPM/SPMV/O-Level with a minimum of credit in three (3) subjects; **OR**
  - > Pass STPM with a minimum of Grade C (GP 2.0) in any subject, or any equivalent qualification; **OR**
  - > Pass STAM with a minimum grade of Maqbul; **OR**
  - > Pass in SKM Level 3 in related field, and pass in SPM with a minimum of 1 credit in any subject; **OR**
  - > Any qualification equivalent to Certificate (Level 3, MQF) that are recognised by the Malaysian Government.
- > Pass STPM with minimum Grade C (NGMP 2.00) in two (2) subjects, and pass Mathematics and English in SPM or its equivalent; **OR**
  - > Pass STAM with minimum Grade Jayyid, and pass Mathematics and English in SPM or its equivalent; **OR**
  - > Any other equivalent qualification to Diploma and Advance Diploma (MQF, Level 4 & 5), with minimum CGPA of 2.00; **OR**
  - > Pass Matriculation/Foundation with minimum CGPA of 2.00 or its equivalent; **OR**
  - > Any other equivalent qualification recognised by the Malaysian Government; **OR**
  - > Pass BTEC Level 4 & 5 and pass SPM or its equivalent, with at least three (3) credits in any subjects; **OR**
  - > For international students, it is compulsory to obtain a minimum score of 5.5 for IELTS or its equivalent.
  - > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
    - a) be a Malaysian citizen;
    - b) be more than 21 years of age in the year of application;
    - c) have relevant work experience/prior experiential learning; **and**
    - d) have passed the APEL assessment.

### AREAS OF KNOWLEDGE

#### Business & Management

Analysis of how managers formulate effective strategies

#### Digital Marketing

Exploration techniques and technologies involved in online media

#### Production and Operations Management

Analysis and improvement of business processes

#### Business Communications

Development of leadership, teamwork and communication skills

#### Customer Relationship Management

Understanding customer needs and how to build lasting customer relations

#### Management

The theoretical and practical perspectives of managing a business

#### Human Resource Management,

Strategic staff planning and job analyses

#### Customer Relationship Management

Techniques for establishing long term relationships

#### Finance & Accounting

Assessing profitability and how to build value in businesses

#### Digital Marketing

Overview with business models including advertising and social media marketing

# BUSINESS ADMINISTRATION

## DIPLOMA IN BUSINESS ADMINISTRATION

[R/345/4/0154(MQA/FA1709)02/22] • [R-DL/345/4/0159(MQA/FA1864)04/22]

## BACHELOR OF BUSINESS ADMINISTRATION (HONS)

[R/345/6/0969(MQA/FA1711)02/22] • [R-DL/345/6/0105(MQA/FA1866)04/22]

### COURSES\*

#### Year 1

- |  |   |
|--|---|
| 1 Introduction to Management                 | 8 Pengajian Malaysia 2                      |
| 2 Economics and Society                      | 9 Introduction to Finance                   |
| 3 Fundamentals of Information Technology     | 10 Introduction to Organisational Behaviour |
| 4 Introduction to Marketing                  | 11 Business Statistics                      |
| 5 Business Mathematics                       | 12 Fundamentals of Quality Management       |
| 6 Introduction to Accounting                 | 13 English 1                                |
| 7 Introduction to Business Ethics and Values | 14 English 2                                |

#### Year 1

- |                                  |                                    |
|----------------------------------|------------------------------------|
| 1 Principles of Management       | 8 Principles of Marketing          |
| 2 Microeconomics                 | 9 Hubungan Etnik                   |
| 3 Macroeconomics                 | 10 TITAS/Malaysian Studies 3 (Int) |
| 4 English for Academic Purposes  | 11 Principles of Finance           |
| 5 Business Accounting            | 12 Marketing Management            |
| 6 Management Information Systems | 13 Business Communication          |
| 7 Organisational Behaviour       | 14 Quantitative Methods            |

#### Year 2

- |  |   |
|--|---|
| 1 English 3  | 8 Cost and Management Accounting            |
| 2 Introduction to Human Resource Management            | 9 Appreciation of Entrepreneurship          |
| 3 Introduction to Production and Operations Management | 10 Community Service                        |
| 4 Skill Enhancement/Bahasa Kebangsaan A                | 11 Interpersonal and Communicational Skills |
| 5 Culture and Society                                  | 12 Introduction to Business Law             |
| 6 Introduction to Digital Business                     | 13 Elective 1                               |
| 7 Critical Thinking                                    | 14 Elective 2                               |

#### Year 2

- |  |                     |
|--|---------------------|
| 1 Corporate Social Policy              | 7 Business Law      |
| 2 Human Resource Management            | 8 Digital Business  |
| 3 Financial Management                 | 9 Entrepreneurship  |
| 4 Design Thinking/Bahasa Kebangsaan A  | 10 Research Methods |
| 5 International Business               | 11 Free Elective 1  |
| 6 Production and Operations Management | 12 Elective 1       |
|  | 13 Elective 2       |

#### Year 3

- 1 Industrial Training

#### Year 3

- |              |                               |
|--------------|-------------------------------|
| 1 Elective 3 | 5 Free Elective 2             |
| 2 Elective 4 | 6 Recreational Event Planning |
| 3 Elective 5 | 7 Strategic Management        |
| 4 Elective 6 | 8 Industrial Training         |

\*Subject to curriculum review from time to time.



“

We deliver industry-relevant education and mentorship that spark ambition in our students to go further and reach higher.

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## BACHELOR OF BUSINESS ADMINISTRATION (HONS)

[R/345/6/0969(MQA/FA1711)02/22] • [R-DL/345/6/0105(MQA/FA1866)04/22]

## COURSES\*

**Elective: Human Resource Management**

- |   |                                      |
|---|--------------------------------------|
| 1 International Human Resource Management | 4 Labor Law and Industrial Relations |
| 2 Compensation Management                 | 5 Safety and Health Administration   |
| 3 Training and Development                | 6 Seminar in Human Resource          |

**Elective: International Business**

- |                                  |   |
|----------------------------------|---|
| 1 Seminar in Global Strategy     | 4 International Human Resource Management |
| 2 International Marketing        | 5 International Business Law              |
| 3 International Trade and Policy | 6 International Finance                   |

**Elective: Internal Audit**

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1 Audit & Assurance 1             | 4 Taxation 1              |
| 2 Fundamentals of Internal Audit  | 5 Internal Audit Practice |
| 3 Accounting Information System 1 | 6 Advanced Internal Audit |

**Elective: Logistics**

- |                             |  |
|-----------------------------|--|
| 1 Logistics Management      | 4 Transportation and Logistics Issues        |
| 2 Transportation Management | 5 International Transportation and Logistics |
| 3 Warehouse Management      | 6 Advanced Logistics Management              |

**Elective: Management**

- |                                      |   |
|--------------------------------------|---|
| 1 Introduction to Quality Management | 4 Organisational Development              |
| 2 Project Management                 | 5 Quality Management Systems and Auditing |
| 3 Service Management                 | 6 Total Quality Management                |

**Elective: Marketing**

- |                                |                                      |
|--------------------------------|--------------------------------------|
| 1 Consumer Behaviour           | 4 Logistic and Channel Management    |
| 2 International Marketing      | 5 Service Marketing                  |
| 3 Product and Brand Management | 6 Integrated Marketing Communication |

**Elective: Finance**

- |                       |                                      |
|-----------------------|--------------------------------------|
| 1 Corporate Finance   | 4 Financial Markets and Institutions |
| 2 Investment Analysis | 5 Financial Statement Analysis       |
| 3 Zakat and Taxation  | 6 International Finance              |

**Elective: Psychology**

- |                              |                                       |
|------------------------------|---------------------------------------|
| 1 Introduction to Psychology | 5 Introduction to Social Work         |
| 2 Behaviour Modification     | 6 Motivation and Emotion              |
| 3 Developmental Psychology   | 7 Elective 1: Theories of Counselling |
| 4 Psychology of Work         | 8 Elective 2: Social Psychology       |

**Elective: Entrepreneurship**

- |                                    |                                    |
|------------------------------------|------------------------------------|
| 1 Ideation                         | 4 Financial Management for SME     |
| 2 Digital Marketing                | 5 Intellectual Property Management |
| 3 Customer Relationship Management | 6 Technopreneur                    |

\*Subject to curriculum review from time to time.



## BUSINESS ADMINISTRATION

MASTER IN BUSINESS  
ADMINISTRATION

[R/340/7/0129(MQA/FA1712)02/22] • [R-DL/340/7/0128(MQA/FA1756)02/22]

DOCTOR OF PHILOSOPHY  
IN BUSINESS ADMINISTRATION

[N/345/8/0486(MQA/PA3740)04/20]

## ENTRY REQUIREMENTS

- > A Bachelor's Degree (MQF, Level 6) with a minimum CGPA of 2.50 or its equivalent as accepted by the University's Senate; **OR**
  - > A Bachelor's Degree (MQF, Level 6) or its equivalent but not meeting CGPA of 2.50 can be accepted subject to a minimum of five (5) years of working experience in the related field; **OR**
  - > Other qualifications that are recognised by the Malaysian Government.
- > A Master's Degree in Business (MQF, Level 7) or in other related discipline and recognised by the University Senate; **OR**
  - > Other qualifications equivalent to a Master's Degree (MQF, Level 7) that are recognised by the University Senate; **AND**
  - > For local candidates, a pass in SPM with a minimum credit in English subject or its equivalent. For international students, a minimum score of 550 in TOEFL or minimum score of 6.5 in IELTS. The validity of both qualifications is two (2) years from the awarded date; **AND**
  - > A proposal of about 500 words in English must be submitted together with all the relevant documents required for admission to the University on the registration day; **AND**
  - > A Master's Degree from an institution which uses English as the medium of instruction; **OR**
  - > Pass an internal assessment (oral examination) set by the University, with a minimum grade of C. The panel for the assessment shall comprise two senior members of the faculty/school and a representative from the English Language Department from UNITAR Foundation School (UFS) or other relevant departments. The panel is appointed by the Dean/Director of the respective faculty/school/centres. Any additional assistance will be provided by the staff from the English Language Department.
  - > **PhD's Programme by Research**
    - a) There is no direct entry from the Degree programme to the Doctorate programme.
    - b) Qualified Degree candidates who enrol for a Master's programme can apply to change to a Doctorate programme within one (1) year after signing for a Master's programme, subject to the following provisions:
      - Have demonstrated competence and capability in conducting research at Doctorate level
      - Rigorous internal assessment by the PPT
      - Approval from the PPT's Senate

## AREAS OF KNOWLEDGE

**Management & Strategy**

Managing organisational resources at various levels

**Operations Management**

Strategies, product and process designs

**Human Capital**

Analyses on its strategic role in the success of a business and the different practices in business settings

**Finance**

How to manage, assess and invest, with recommended risk management techniques

**Marketing**

Application of strategic and tactical communication to approach market challenges

**Performance Management**

Creation of the optimum work environment to support the strategic objectives of an organisation

**Talent Management**

Systematic human resource acquisition in order for an organisation to meet its needs

**Service Quality**

Assessment to determine how well a delivered service meets clients' expectations

**Consumer Behaviour**

Individuals and groups and their emotional, mental and behavioural responses, including how organisations respond, to the purchase, use and disposal of goods and services

**Digital Marketing**

Products and services through the internet, mobile phones, display advertising and other digital mediums

**Entrepreneurship**

Processes involved in designing, launching and running a new business

# BUSINESS ADMINISTRATION

## MASTER IN BUSINESS ADMINISTRATION

[R/340/7/0129(MQA/FA1712)02/22] • [R-DL/340/7/0128(MQA/FA1756)02/22]

## DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION

[N/345/8/0486(MQA/PA3740)04/20]

### COURSES\*

#### Year 1

- |  |  |
|--|--|
| 1 Managing Organisation                      | 6 Competitive Intelligence and Asian Business Strategy |
| 2 Economics for Managers                     | 7 Research Methodology                                 |
| 3 Marketing Management                       | 8 Project Paper  |
| 4 Strategic Human Resource Management        | 9 Elective 1   |
| 5 Accounting and Finance for Decision Making | 10 Elective 2  |

#### Elective: Management

- |  |                            |
|--|----------------------------|
| 1 Organisational Development and Change Management | 3 Strategic Communications |
| 2 Visionary Leadership                             | 4 Project Management       |

#### Elective: Finance

- |                                     |                              |
|-------------------------------------|------------------------------|
| 1 Cases of Asian Financial Strategy | 3 Corporate Finance Strategy |
| 2 Portfolio Management              |                              |

#### Elective: Marketing

- |   |   |
|---|---|
| 1 Consumer Behaviour and Market Intelligence    | 3 International Business and Marketing Strategy |
| 2 Marketing Communication and Branding Strategy |   |

#### Elective: Supply Chain

- |                                |                         |
|--------------------------------|-------------------------|
| 1 Supply Chain Management      | 3 Supply Chain Strategy |
| 2 Transportation and Logistics |                         |

#### Year 1

- |  |  |
|--|--|
| 1 Advanced Research Methodology            | 5 Seminar on Current Issues in Business Administration |
| 2 Proposal and Thesis Writing              | 6 Advanced Quantitative Analysis                       |
| 3 Advanced Qualitative Analysis Techniques | 7 Proposal Preparation 1                               |
| 4 Advanced Research Ethics                 | 8 Review of Literature 1                               |
|  | 9 Colloquium 1   |

#### Year 2

- |                           |                       |
|---------------------------|-----------------------|
| 1 Colloquium 2            | 5 Data Collection     |
| 2 Review of Literature 2  | 6 Data Analysis       |
| 3 Proposal Defense        | 7 Proposal Submission |
| 4 Pilot/Preliminary Study |                       |

#### Year 3

- |                                       |  |
|---------------------------------------|--|
| 1 Colloquium 3                        | 3 Submission of Thesis & Final Defense |
| 2 Thesis Writing and Review of Thesis |  |

\*Subject to curriculum review from time to time.

# TOURISM MANAGEMENT

## DIPLOMA IN TOURISM MANAGEMENT

[R/812/4/0025(MQA/FA1706)01/22]

### ENTRY REQUIREMENTS

- > Pass SPM with at least 3 credits; **OR**
- > Pass SPM with at least 1 credit and level 3 Sijil Kemahiran Malaysia; **OR**
- > Any other equivalent qualification recognised by the Malaysian Government.

### AREAS OF KNOWLEDGE

#### Introduction to Recreational & Leisure Management

The scope of leisure, associated behaviour and activities

#### Travel & Tour

Operations and management of related tour/travel procedures and activities

#### Marketing of Products & Services

Related to tourism; learning to strategise, differentiate and market to maximise sales

#### Cultural Studies of the World

Learning to understand and sharing this knowledge effectively with others

### COURSES\*

#### Year 1

- |   |   |
|---|---|
| 1 Introduction to Hospitality Industry      | 8 Introduction to Accounting              |
| 2 Introduction to Marketing                 | 9 Cultural Studies                        |
| 3 Introduction to Management                | 10 Recreational and Leisure Management    |
| 4 Pengajian Malaysia 2                      | 11 Fundamentals of Information Technology |
| 5 Transportation for Tourism                | 12 Foreign Language 1                     |
| 6 Introduction to Human Resource Management | 13 English 1                              |
| 7 Tourism Geography                         | 14 English 2                              |

#### Year 2

- |   |  |
|---|--|
| 1 English 3                             | 8 Travel and Tour Operations             |
| 2 Foreign Language 2                    | 9 Event Management                       |
| 3 Foreign Language 3                    | 10 Destination Development for Tourism   |
| 4 Hospitality Advertising and Promotion | 11 Ticketing and Reservation             |
| 5 Legal Aspects in Hospitality Industry | 12 Skill Enhancement/Bahasa Kebangsaan A |
| 6 Community Service                     | 13 Culture and Society                   |
| 7 Hospitality Management Accounting     | 14 Community Service                     |

#### Year 3

- 1 Industrial Training

\*Subject to curriculum review from time to time.

## HOTEL MANAGEMENT

## DIPLOMA IN HOTEL MANAGEMENT

[R/811/4/0057(MQA/FA1707)01/22] • [R-DL/811/4/0057(MQA/FA1862)01/22]

## ENTRY REQUIREMENTS

- > Pass SPM or its equivalent with at least three (3) credits; **OR**
- > Pass SPM with at least 1 credit and level 3 Sijil Kemahiran Malaysia; **OR**
- > Any other recognised certificate qualification in a related field; **OR**
- > Any other equivalent qualification recognised by the Malaysian Government.

## AREAS OF KNOWLEDGE

**Hotel Management**

Provides skills and knowledge for an individual to be competent as a supervisor or a team leader

**360° Practical Skills**

Ways to run a hotel, from operations and F&B to rooms division, front office and housekeeping

**Hotel Entrepreneurship**

Setting up a hotel and developing business strategies

**Business Communication and Language**

Interact appropriately with diverse consumer segments

**Front Office Management**

Skills for reservations, registration and coordinating requests from guests

## COURSES\*

**Year 1**

- |  |                              |
|--|------------------------------|
| 1 Introduction to Hospitality Industry   | 7 Introduction to Marketing  |
| 2 Introduction to Management             | 8 Housekeeping Practices     |
| 3 Foodservice Sanitation                 | 9 Introduction to Accounting |
| 4 Pengajian Malaysia 2                   | 10 English 1                 |
| 5 Fundamentals of Information Technology | 11 English 2                 |
| 6 Food and Beverage Production           | 12 English 3                 |
|  | 13 Front Office Management   |

**Year 2**

- |   |  |
|---|--|
| 1 Purchasing and Cost Control               | 8 Foreign Language 1                     |
| 2 Introduction to Human Resource Management | 9 Foreign Language 2                     |
| 3 Community Service                         | 10 Restaurant Management                 |
| 4 Hotel Management                          | 11 Food and Beverage Service Operations  |
| 5 Hospitality Management Accounting         | 12 Skill Enhancement/Bahasa Kebangsaan A |
| 6 Legal Aspects in Hospitality Industry     | 13 Culture and Society                   |
| 7 Food Commercial Operation (P)             |  |

**Year 3**

- 1 Industrial Training

\*Subject to curriculum review from time to time.

# HOSPITALITY MANAGEMENT

## BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

[R/811/6/0060(MQA/FA 1690)02/22] | [R/811/6/0103(MQA/FA 2462)11/22]

## MASTER IN HOSPITALITY MANAGEMENT

[R/811/7/0053(MQA/FA 1714)01/22]

### ENTRY REQUIREMENTS

- > Pass Sijil Tinggi Pelajaran Malaysia (STPM) with a minimum NGMP of 2.00 in at least two (2) subjects; **OR**
  - > A recognised Diploma with a minimum CGPA of 2.00; **OR**
  - > A recognised Matriculation, Foundation or Pre-University qualification with a minimum CGPA of 2.00; **OR**
  - > Pass BTEC Level 4 & 5 and pass SPM with at least three (3) credits in any subjects (or its equivalent); **OR**
  - > Any other equivalent qualification recognised by the Malaysian Government.
  - > Entry requirements for admission into the Bachelor's programme (Level 6, MQF, through APEL as approved by the Ministry of Education (MOE)), applicant must:
    - a) be a Malaysian citizen;
    - b) be more than 21 years of age in the year of application;
    - c) have relevant work experience/prior experiential learning; **and**
    - d) have passed the APEL assessment.
- > A Bachelor's Degree (Hons) with minimum CGPA Of 2.50; **OR**
  - > A Malaysian citizen more than 30 years of age in the year of application, with at least STPM/Diploma/ A-Levels/equivalent qualification and relevant work experience or prior experiential learning and a pass in the APEL Assessment; **OR**
  - > Any other equivalent qualification recognised by the Malaysian Government.

### AREAS OF KNOWLEDGE

#### Hotel Management

Roles from marketing to resource management, to create value

#### Hotel Operations

A 360° view from front office, to F&B and housekeeping

#### Customer Service & Experience Management

Communication skills across diverse consumer segments

#### Theme Park & Travel Management

Adventure travel and attractions, events and also food tourism

#### Event Planning & Management

Coordination of location, programmes, time, cost and entertainment

#### Market Analysis

Economic scenarios and how they can be used to gain competitive advantage in the industry

#### Strategic Operations Management

Approaches, techniques and skills required for senior management positions

#### Marketing

The application of strategic and tactical communications in response to market challenges

#### Consumer Behaviour

The demand, purchasing power and factors affecting purchase decision making for products and services

#### Human Capital

Management, organisational behaviour and employment relations, and the critical role they play in an organisation's success

## HOSPITALITY MANAGEMENT

BACHELOR OF HOSPITALITY  
MANAGEMENT (HONS)

[R/811/6/0060(MQA/FA 1690)02/22] | [R/811/6/0103(MQA/FA 2462)11/22]

MASTER IN HOSPITALITY  
MANAGEMENT

[R/811/7/0053(MQA/FA 1714)01/22]

## COURSES\*

## Year 1

- |                                      |  |
|--------------------------------------|--|
| 1 Essentials of Hospitality Studies  | 8 Hygiene and Safety                             |
| 2 Principles of Management           | 9 Hubungan Etnik                                 |
| 3 Principles of Marketing            | 10 TITAS/Malaysian Studies 3 (Int)               |
| 4 English for Academic Purposes      | 11 Business Communication                        |
| 5 Introduction to Information System | 12 Managing Legal Issues in Hospitality Industry |
| 6 Business Accounting                | 13 Human Resource Management                     |
| 7 Organisational Behaviour           | 14 Restaurant Management                         |

## Year 2

- |                                       |                       |
|---------------------------------------|-----------------------|
| 1 Project Management                  | 7 Entrepreneurship    |
| 2 Digital Business                    | 8 Research Methods    |
| 3 Design Thinking/Bahasa Kebangsaan A | 9 Service Management  |
| 4 Principles of Economics             | 10 Foreign Language 1 |
| 5 Statistics for Social Science       | 11 Foreign Language 2 |
| 6 Hotel Operational Analysis          | 12 Elective 1         |

## Year 3

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| 1 Elective 2                    | 5 Project Paper                   |
| 2 Elective 3                    | 6 Seminar in Industry Perspective |
| 3 Elective 4                    | 7 Strategic Management            |
| 4 Recreational Event Management | 8 Industrial Training             |

## Year 1

- |  |                                    |
|--|------------------------------------|
| 1 Hospitality Industry Market Analysis | 5 Hospitality Consumer Behaviour   |
| 2 Research Methodology                 | 6 Marketing Management             |
| 3 Hospitality Service Management       | 7 Multiunit Hospitality Operations |
| 4 Strategic Human Resource Management  |                                    |

## Year 2

- |   |                                |
|---|--------------------------------|
| 1 Seminar in Current Issues in Hospitality Industry | 3 Hospitality Research Project |
| 2 Elective  |                                |

## Electives (Choose 1)

- |  |                                       |
|--|---------------------------------------|
| 1 International Hotel Management                 | 4 Tourism Product Development         |
| 2 Restaurant/Foodservice Operational Management  | 5 Cultural, Arts and Heritage Tourism |
| 3 Menu Development and Production in Foodservice |                                       |

\*Subject to curriculum review from time to time.

# HOSPITALITY MANAGEMENT

## BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

[R/811/6/0060(MQA/FA 1690)02/22] | [R/811/6/0103(MQA/FA 2462)11/22]

### COURSES\*

#### Elective: Hotel (Choose 4)

- |                                     |  |
|-------------------------------------|--|
| 1 Food Production Management        | 4 Front Office Operational Analysis            |
| 2 Housekeeping Operational Analysis | 5 Hospitality Purchasing and Supply Management |
| 3 Food and Beverages Management     |  |

#### Elective: Tourism (Choose 4)

- |   |                           |
|---|---------------------------|
| 1 Tourism Principles and Practices          | 4 Travel and Tour Guiding |
| 2 Customer Relations Management for Tourism | 5 Sustainable Tourism     |
| 3 Tourism Destination Development           |                           |

#### Foreign Language 1

- |                |                  |
|----------------|------------------|
| 1 Basic French | 4 Basic Japanese |
| 2 Basic German | 5 Basic Spanish  |
| 3 Basic Arabic | 6 Basic Mandarin |

#### Foreign Language 2

- |                          |                            |
|--------------------------|----------------------------|
| 1 French for Hospitality | 4 Japanese for Hospitality |
| 2 German for Hospitality | 5 Spanish for Hospitality  |
| 3 Arabic for Hospitality | 6 Mandarin for Hospitality |

**Note:** Programme is subject to semester basis offering and only available at UNITAR Regional Centre.

\*Subject to curriculum review from time to time.



“

The important lesson that students take away is how to apply what they learn. This will play a big part in their future success.

”



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## MAIN CAMPUS

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**Ipoh** (710515-P)  
T | 605 528 6666

**Seremban** (DK253-06-N)  
T | 606 764 7600

**Melaka** (DK253-07-M)  
T | 606 286 0686

**Johor Bahru** (DK178-01-J)  
T | 607 223 2178

**Kota Bharu** (DK178-02-D)  
T | 609 743 3394


**Kuala Terengganu** (DK253-11-T)  
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**Kuantan** (DK253-05-C)  
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**Kota Kinabalu**  
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**Kuching**  
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