



Genovasi University College
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GENOVASI

UNIVERSITY COLLEGE

BBA

BACHELOR OF BUSINESS ADMINISTRATION

ODL

GENOVASI BACHELOR'S PROGRAM

Experience the future of education at Genovasi, where the Malaysian Government has bestowed us with the honor of being the pioneering Design Thinking University. Our esteemed partner, the Hasso Plattner Institute in Germany, renowned globally for its design schools, stands by our side.

At Genovasi, you are not just a student; you are a future-ready, highly sought-after design thinking graduate. Our programs are carefully crafted to align with industry demands, and our vibrant team of facilitators ensures your learning journey is nothing short of exceptional. We guarantee that you will emerge from Genovasi equipped to outshine your peers in both the workplace and the marketplace.

What sets us apart is our versatility - we offer both Conventional and Open Distance Learning options. This means your education with us is not only top-notch but also incredibly convenient and flexible, allowing you to shape your future on your terms. Join us at Genovasi and step confidently into a world of endless possibilities.

YOUR JOURNEY TO SUCCESS



Comprehensive learning program embedded with Design Thinking Principles



Gaining Knowledge from Industry Experts and Practitioners



Approved by MQA and Ministry of Higher Education, Malaysia



Flexible learning mode enhanced by Online Educational Resources

BBA BACHELOR OF BUSINESS ADMINISTRATION

JPT/BPP (N-DL/0414/6/0015) 07/27, MQA/PA 15691

Genovasi's Bachelor of Business Administration (BBA) is an undergraduate program offering a comprehensive foundation in business principles. Focused on disciplines like accounting, finance, marketing, and management, the program cultivates leadership and managerial skills. Incorporating practical applications, internships, and global perspectives, BBA equips students for real-world challenges. Emphasis on soft skills, including communication and critical thinking, enhances overall preparedness.

Graduates can pursue various entry-level positions in business or opt for advanced studies like an MBA, opening avenues for diverse career paths in corporate, nonprofit, and entrepreneurial sectors.

ENTRY REQUIREMENTS

- **Malaysian University English Test (MUET) Band 2 and :**
- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent, with a minimum Grade C+ (Grade Point 2.33) in any two subjects, and credits in Mathematics and a pass in English at Sijil Pelajaran Malaysia (SPM) level; OR
- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, (good) and credits in Mathematics and a pass in English at SPM level; OR
- A Diploma in accounting or related field, or its equivalent with a minimum Cumulative Grade Point Average (CGPA) of 2.50, and credits in Mathematics and a pass in English at SPM level; OR
- Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level.

English Competency Requirement (International Student) –Level 6

- MUET Band 3 OR Equivalent to
- CEFR (Low B2)
- IELTS 5.5 OR
- TOEFL Ibt 46 OR
- TOEFL Essentials (Online) 8 OR
- Pearson Test of English 51 OR
- Cambridge English Qualifications and Tests OR
 - B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency 160
 - Linguaskill Online 160
 - Occupation English Test (OET) 200
- ELS (Certified Intensive English Programme Level) 108

DURATION

Full Time: 3 years

INTAKES

● JAN ● MAY ● SEPT

MODULES

- Falsafah dan Isu Semasa (MPU 1)
- B.Melayu Komunikasi 2* (MPU 1)
- Academic English 1
- Introduction To Business
- Business Mathematics
- Introduction To Accounting
- Principles Of Microeconomics
- Entrepreneurship (MPU 2)
- Organizational Behaviour
- Business Statistics
- Small Business Management
- Financial Management
- Product Development
- Logistics and Transportation Management
- Investment Analysis
- Business Research Methods
- International Business
- Human Resource Management
- Penghayatan Etika dan Peradaban (MPU 1)
- Academic English 2
- Principles Of Marketing
- Principles Of Finance
- Principles Of Management
- Management Information System
- Co-Curriculum (MPU 4)
- Commercial Law
- Ethics In Business
- Malaysian Economy
- Multinational Corporation
- Marketing Management
- Training And Development
- Strategic Management
- Financial Market
- Brand Management
- Hubungan Etnik (MPU 3)
- Business Communication
- Operation Management
- Management Accounting
- Industrial Training