

Bachelor of Arts (Hons) in Tourism Management

Tourism is a major human activity and a service industry with substantial economic, social, political, cultural and environmental significance both domestically and internationally. This programme is recognized globally and produces graduates with extraordinary professional skills, that is, good communication skills, excellent geographical knowledge of various destinations, management skills and valuable learning experiences. Students get to develop critical understanding of the ever growing tourism industry and will be able to creatively tackle tourism management problems.

Entry Requirement

- Pass STPM/ A Level with minimum 3 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field; OR
- Pass SM3 UEC with grade B in 5 subjects; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognized by the Malaysian Government.

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Computer Application for Business</li><li>• Introduction to Tourism Management</li><li>• Effective Communication 1</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Effective Communication 2</li><li>• Tourism Geography</li><li>• Tourism Marketing</li><li>• Microeconomics</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <b>Semester 3</b> <ul style="list-style-type: none"><li>• Meeting Incentives Concepts &amp; Tourism Management</li><li>• Ecotourism</li><li>• Hotel &amp; Resort Management</li><li>• Service Management</li><li>• Fundamental of Entrepreneurship</li><li>• Foreign Language 1</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Tour Operation Management</li><li>• Ticketing &amp; Reservation</li><li>• Foreign Language 2</li><li>• Tourism &amp; Hospitality Research Method</li><li>• Food &amp; Catering Services</li></ul> | <ul style="list-style-type: none"><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul> <b>Semester 5</b> <ul style="list-style-type: none"><li>• Tourism Policy &amp; Planning</li><li>• Foreign Language 3</li><li>• Sustainable Tourism</li><li>• Tourism Ethics</li><li>• Cultural Tourism</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Tourism &amp; Transportation</li><li>• Current Issues in Tourism</li><li>• Talks and Seminar</li><li>• Strategic Management in Tourism</li><li>• Tourism Product Management</li><li>• Tourism Research Project</li></ul> |
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Bachelor of Business (Hons) in Hospitality Management

The Hospitality industry comprises of various categories within the service industry and this covers food and beverage management, accommodation management and business.

This programme will develop your understanding of front office procedures, enhanced by a working knowledge of essential behind-the-scenes operations.

Entry Requirement

- Pass STPM/ A Level with minimum 3 principals including general studies or recognized equivalent qualification;
- Pass Foundation in related field or other qualification recognized by Senate;
- Diploma in Business field from any institution recognized by government

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication Skills 1</li><li>• Exploring Hospitality</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Microeconomics</li><li>• Business Statistics</li><li>• Marketing for Hospitality &amp; Tourism</li><li>• Hotels &amp; Operations Management</li><li>• Business Communication Skills 2</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <b>Semester 3</b> <ul style="list-style-type: none"><li>• Fundamental of Entrepreneurship</li><li>• Financial Management 1</li><li>• Macroeconomics</li><li>• Supervision in Hospitality Industry</li><li>• Kitchen Management</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Dining Room Operations</li><li>• Food &amp; Beverage Cost Control</li><li>• Customer Service</li><li>• Human Resource Management in Hospitality</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul> | <b>Semester 5</b> <ul style="list-style-type: none"><li>• Food &amp; Beverage Practical</li><li>• Housekeeping Management</li><li>• Basic Cookery</li><li>• Food &amp; Beverage Management</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Hospital Management Information System</li><li>• Hospitality Policy &amp; Planning</li><li>• Legal Aspects in Hospitality</li><li>• Hotel, Planning, Design and Layout</li><li>• Environmental Management in Hospitality Industry</li><li>• Talk and Seminar</li></ul> |
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Bachelor of Arts (Hons) in Global Business Communication

This degree is designed to produce graduates with comprehensive knowledge that informs moves, creates and shapes the world of communication from business perspectives. You will be exposed to a broad based learning experience encompassing nearly all major aspects of communication such as journalism, advertising, broadcasting, corporate communication and public relations.

Entry Requirement

- Pass in STPM/A level with minimum 2 principals
- Pass Foundation/Pre-University/Matriculation in related field
- Pass Diploma in related field
- Any other equivalent qualifications recognized by the Malaysian Government.

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Computer Application in Business</li><li>• Business Mathematics</li><li>• Business Communication Skills</li><li>• Financial Accounting Fundamentals</li></ul> Select One: Malaysian Studies/ Co-Curriculum 1 | <b>Semester 3</b> <ul style="list-style-type: none"><li>• Commercial Law</li><li>• Entrepreneurship</li><li>• Organizational Behavior</li><li>• Macroeconomics for Business Analysis</li><li>• PR Communication</li></ul> Select one: <ul style="list-style-type: none"><li>• Bahasa Kebangsaan A/B</li><li>• Co-Curriculum 3</li></ul> | <b>Semester 5</b> <ul style="list-style-type: none"><li>• Advertising Agency Management</li><li>• Media Audience Studies</li><li>• Strategic Marketing Communication</li><li>• Consumer Behavior</li><li>• Advertising Regulations Issues &amp; Ethics</li><li>• Open elective</li><li>• Internship</li></ul> |
| <b>Semester 2</b> <ul style="list-style-type: none"><li>• Principle of Marketing</li><li>• Principle of Public Relations</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Public Speaking</li></ul> Select One: Moral/Islamic Studies / Co-Curriculum 2  | <b>Semester 4</b> <ul style="list-style-type: none"><li>• Communication Research Methodology</li><li>• Corporate Communication</li><li>• International Marketing</li><li>• Managing Publicity &amp; Media Relations</li><li>• Managerial Accounting</li><li>• Directed Elective</li><li>• Global Classroom</li></ul>                    | <b>Semester 6</b> <ul style="list-style-type: none"><li>• International Public Relations</li><li>• Strategic Marketing Management</li><li>• Global Strategic Management</li><li>• Project Paper</li><li>• Knowledge Management</li></ul>  |

Bachelor of Business (Hons) in International Business

The world has become a boundryless economic marketplace, therefore students must acquire essential international business concepts to extend business to international borders succesfully. Bachelor Business in International Business (Hons) is multi-disciplinary by nature which leads to many high-income careers whether in the field of business or public sectors. You will gain detailed knowledge of business and mangement practices as well as critically evaluate what they have learned and apply it in your future career.

Entry Requirement

- Pass STPM/A Level with minimum in 3 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field and pass SPM with 5 credits excluding religious and moral studies; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognized by the Malaysian Government.

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Introduction to International Business</li><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication Skills</li></ul> | <ul style="list-style-type: none"><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• International Business Strategy</li><li>• Financial Management 1</li><li>• Macroeconomic Analysis for Business Decisions</li><li>• Commercial Law</li><li>• Fundamental of Entrepreneurship</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIG/DEG (Local)</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Financial Management 2</li><li>• International Marketing</li><li>• Operations Management</li></ul> | <ul style="list-style-type: none"><li>• Ethics &amp; Corporate Governance</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul> <b>Semester 5</b> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Global Human Resource Management</li><li>• International Management</li><li>• International Finance</li><li>• Open Elective</li><li>• Community services</li><li>• Co-curricular</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Risk Management</li><li>• International Banking</li><li>• Strategic Management</li><li>• Global Entrepreneurship</li><li>• International Economics</li><li>• Company Law</li></ul> |
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Bachelor of Public Management (Hons)

This programme targets to produce professional administrators and managers who have the ability to apply their knowledge of public management. You will develop solid foundation on public mangement therefore allowing you to address the challenges of governance, public administration and international

relations in national and regional contexts.

Entry Requirement

- Pass STPM/A level with minimum 2 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognized by the Malaysian Government.

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Introduction to Public Administration</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Introduction to Public Policy</li><li>• Personal Development</li><li>• Microeconomics</li><li>• Introduction to Public Policy</li><li>• Business Communication Skills 2</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <b>Semester 3</b> <ul style="list-style-type: none"><li>• Politics and Organization</li><li>• Fundamental of Entrepreneurship</li><li>• Administrative Law</li><li>• Macroeconomics Analysis for Business Decision</li><li>• Financial Management 1</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIG/DEG (Local)</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Ethics for Public Administrator</li><li>• Human Resource in Public Sector</li><li>• Local and State Government</li><li>• Leadership in Public Sector</li><li>• Electronic Government</li><li>• Global Classroom</li><li>• Constitution and Society in Malaysia</li></ul> | <b>Semester 5</b> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Public Administration Government in Malaysia</li><li>• Constitutional Law</li><li>• Non-Government Organization Management</li><li>• Open elective</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Fiscal Management</li><li>• Sustainability and Planning Policy Development</li><li>• Current Issues in Public Management</li><li>• Public Finance</li><li>• Immigration and Public Policy</li><li>• International Politics</li></ul> |
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Bachelor (Hons) in Islamic Banking & Finance

Many countries have recently seen a rise in demand for Islamic banking services, causing the sector to experience international expansion. This programme aims at enabling you to have an in-depth understanding of the Islamic Banking operating system and the concepts of Islamic Finance through participation in class discussions and activities. At the end of the programme you will be able to explain the importance of religion and economic factors in Islamic finance and banking also define, discuss and identify concepts underlying Islamic Finance & Banking, legal maxims and structure of a modern Islamic Financial System.

Entry Requirement

- Pass STPM/A level with minimum 2 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognized by the Malaysian Government

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Business Communication 1</li><li>• Business Mathematics</li><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Computer Application for Business</li><li>• Ethics Relations</li><li>• Malaysian Studies 3</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Microeconomics</li><li>• Principles of Marketing</li><li>• Business Statistics</li><li>• Fiqh Muamalat</li><li>• Principles of Islamic Banking</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <b>Semester 3</b> <ul style="list-style-type: none"><li>• Usul-al-Fiqh</li><li>• Islamic Economics</li><li>• Commercial Law</li><li>• Macroeconomic Policies in Islamic Finance</li><li>• Islamic Financial Management</li><li>• Islamic Finance</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIG/DEG (Local)</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Zakat and Public Finance</li><li>• Commercial Bank Management</li><li>• Corporate Governance &amp; Finance</li><li>• Quantitative Method</li><li>• Accounting for Islamic Financial Institutions</li><li>• Global Classroom</li></ul> | <b>Semester 5</b> <ul style="list-style-type: none"><li>• Takaful &amp; Retakaful</li><li>• Islamic Financial Services</li><li>• Islamic Law of Business Contract</li><li>• Research Methods</li><li>• Ethics in Islamic Finance</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Academic Paper</li><li>• Open Elective</li><li>• Islamic Portfolio Management</li><li>• Islamic Capital Market</li><li>• Islamic Wealth Management</li><li>• Risk Management in Islamic Banking</li></ul> |
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Bachelor of Business (Hons) in Logistics Management

The complex world of logistics, supply chain and trade industries is becoming increasingly specialised and challenging, with strong demand for graduates who are business savvy, sensitive to different cultures, and who have strong project management and negotiation skills. Logistics and supply chain management

involve purchasing, materials management, inventory control, warehousing, transport and distribution to provide the market with access to products and effectively managing end-user stakeholder expectations. Graduates will be able to understand the interdependence of contemporary global and localised logistics and regional logistics issues, and be able to apply and adapt to manage business problems in the global marketplace. The program is designed to prepare the graduate for a professional career and to develop his or her confidence to tackle the evolving challenges of a rapidly globalised logistics and supply chain industry. Excellent opportunities exist both in Malaysia and overseas for well-trained professionals.

\* Entry Requirement same as Bachelor (Hons) in Islamic Banking & Finance

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication Skills 1</li><li>• Malaysian Studies or, Ethnic Relation, or (Local Student) Malaysian Studies 3 (International Students)</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Accounting &amp; Reporting 1</li><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication Skills 2</li></ul> | <ul style="list-style-type: none"><li>• Islamic Civilization &amp; Asian Civilisation, or Communication-Malay Language 2</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Fundamental of Entrepreneurship</li><li>• Introduction To Transportation Mgt</li><li>• Financial Management 1</li><li>• Macroeconomics for Business Analysis</li><li>• Commercial Law</li><li>• Bahasa Kebangsaan A, or Creative &amp; Innovative Skills</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Financial Management 2</li><li>• Managerial Accounting</li><li>• Warehouse &amp; Distribution Channel</li><li>• Corporate Governance</li><li>• Supply Chain management</li></ul> | <ul style="list-style-type: none"><li>• Global Classroom</li><li>• Constitution and Society in Malaysia</li></ul> <b>Semester 5</b> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Risk Management</li><li>• Packaging</li><li>• Transportation &amp; Distribution System</li><li>• Transportation &amp; Cargo Security</li><li>• Co-Curricular OR</li><li>• Community Services</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Financial Statement Analysis</li><li>• Supply Chain Analysis</li><li>• Purchasing &amp; Vendor Management</li><li>• Logistic Management</li><li>• Strategic Management</li><li>• Business policy</li></ul> |
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Bachelor of Business (Hons) in Real Estate Finance

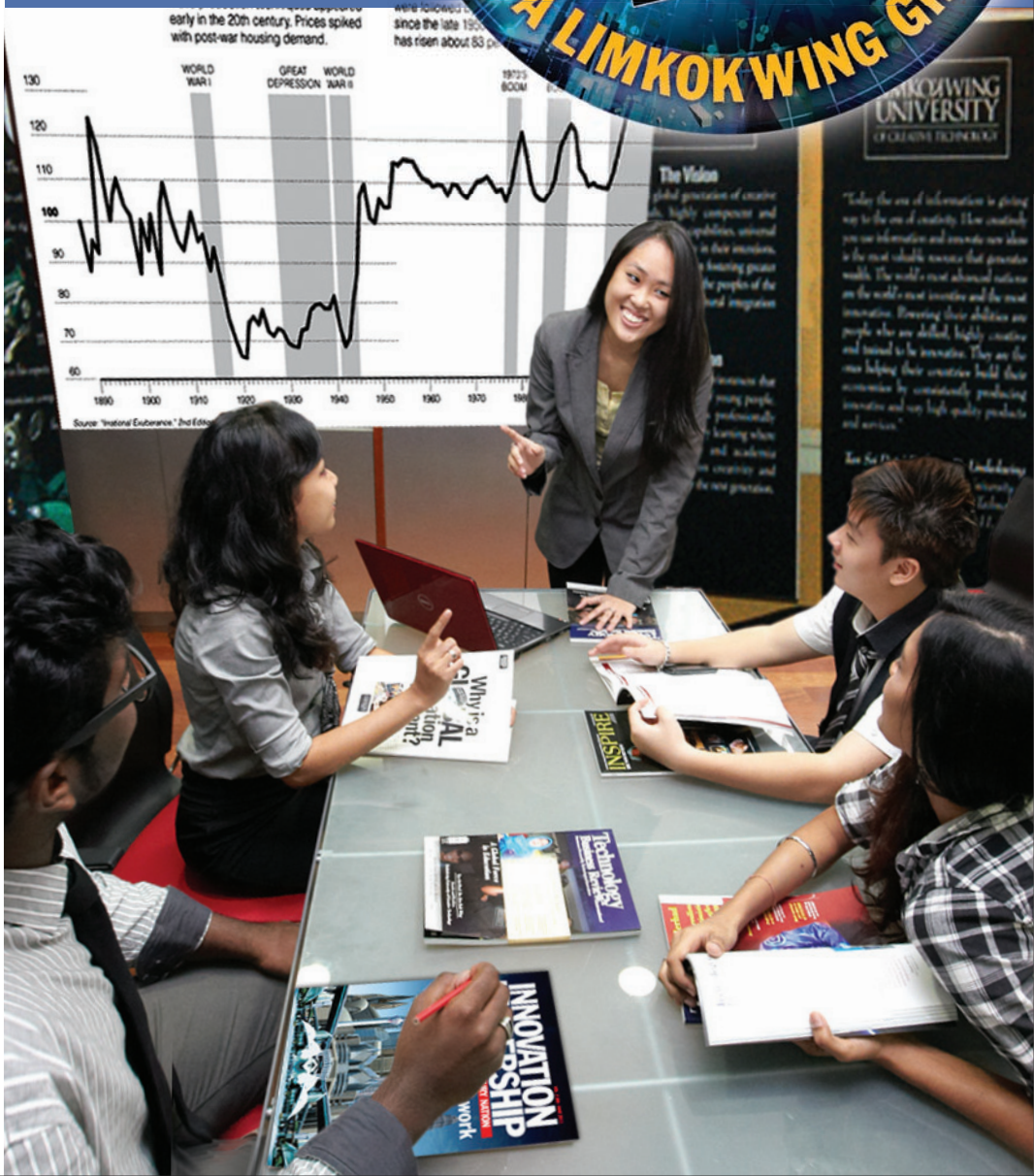
The undergraduate Real Estate Finance (REF) program at Limkokwing University provides students with an analytical foundation and firm understanding of the areas of real estate finance, investment, and valuation. A number of courses also qualify for state-mandated continuing education requirements for local real estate professionals. As a result, the undergraduate classes in real estate provide considerable interaction between faculty, traditional undergraduate students, and active real estate professionals. The primary objective of the Real Estate Finance major is to provide the knowledge and skills required to compete successfully in the real estate industry, while contributing to the community and the professional advancement of the industry. Specifically, the program focuses on providing the analytical and conceptual framework necessary to make informed decisions regarding real estate investment, financing, development, and valuation.

\* Entry Requirement same as Bachelor (Hons) in Islamic Banking & Finance

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| <b>Semester 1</b> <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication Skills 1</li><li>• Malaysian Studies or, Ethnic Relation, or (Local Student) Malaysian Studies 3 (International Students)</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Accounting &amp; Reporting 1</li><li>• Principles of Real Estate</li><li>• Business Statistics</li><li>• Business Communication Skills 2</li><li>• Microeconomics</li></ul> | <ul style="list-style-type: none"><li>• Islamic Civilization &amp; Asian Civilisation, or Communication-Malay Language 2</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Fundamental of Entrepreneurship</li><li>• Commercial Law</li><li>• Financial Management 1</li><li>• Macroeconomics for Business Analysis</li><li>• Essentials of Banking</li><li>• Bahasa Kebangsaan A, or Creative &amp; Innovative Skills</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Financial Management 2</li><li>• Managerial Accounting</li><li>• Real Estate development Process 1</li><li>• Corporate Governance</li><li>• Real Property Valuation</li><li>• Global Classroom</li></ul> | <ul style="list-style-type: none"><li>• Constitution and Society in Malaysia</li></ul> <b>Semester 5</b> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Risk Management</li><li>• Real Estate Development 2</li><li>• Real Estate Investment</li><li>• Mortgage Financing</li><li>• Co-Curricular OR</li><li>• Community Services</li><li>• Internship</li></ul> <b>Semester 6</b> <ul style="list-style-type: none"><li>• Financial Statement Analysis</li><li>• Forecasting in Real Estate</li><li>• The Laws and regulation Governing Real Estates</li><li>• Real Estate Investment Strategies</li><li>• Strategic Management</li><li>• Income Property Appraisal</li></ul> |
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BUSINESS MANAGEMENT & GLOBALISATION

Business Management & Globalisation provides the first stage in obtaining With the rise of globalization today, organizations need confident leaders who are superb problem-solvers and skilled analytical thinkers; these are the products of this programme. This faculty offers globally recognised degrees specialising in various fields of business that will also equip you with concrete digital skills needed in the 21st Century Business Environment.





## Foundation in Business

The Limkokwing Foundation programme is specifically designed for students who enter University immediately after high school. It prepares them for the technical theoretical modules of business, therefore providing a clear focus on a career pathway the want to follow.

### Entry Requirement

- Pass SPM with 5 credits including Mathematics and English language
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1   | Semester 2  | Semester 3  |
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| <ul style="list-style-type: none"><li>• Introduction to Business</li><li>• English</li><li>• Principles of Accounting</li><li>• Mathematics 1</li><li>• Introduction to Information Technology</li></ul> | <ul style="list-style-type: none"><li>• Fundamental of Management</li><li>• Priciples of Economies</li><li>• Introduction to Finance</li><li>• English &amp; Study Skills</li><li>• Public Speaking</li></ul> | <ul style="list-style-type: none"><li>• Priciples of Economics 2</li><li>• Introduction to Banking</li><li>• Principles of Law</li><li>• Fundamental of Marketing</li><li>• English &amp; Critical Thinking</li></ul> |

## Degree

### Bachelor of Business (Hons) in Marketing

Marketing is about providing value to organizations and consumers through creativity, innovation, knowledge & leadership.You will be equipped with a solid foundation for various business disciplines and develop understanding of fundamental marketing principles.

Our degree core units focus on marketing and communication concepts in the following areas; Business Tools, Marketing and individual development which will groom your skills on presentation skills,statistics,human resource management economics, accounting and organisational behaviour.

### Entry Requirement

- Pass STPM/A Level with minimum 3 principals;
- Pass Foundation/Pre-University/Matriculation in related field and pass SPM with 5 credits excluding religious and moral studies; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1  | Semester 3   | Semester 5   |
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| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamental</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> | <ul style="list-style-type: none"><li>• Marketing Research</li><li>• Money and Banking</li><li>• Macroeconomics Analysis for Business Decision</li><li>• Commercial Law</li><li>• Fundamental of Entrepreneurship</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> | <ul style="list-style-type: none"><li>• Consumer Behaviour</li><li>• Retail Management</li><li>• Management Information System</li><li>• Open Elective</li><li>• Operations Management</li><li>• Community Services</li><li>• Internship</li><li>• Co-curricular</li></ul> |
| Semester 2  | Semester 4   | Semester 6   |
| <ul style="list-style-type: none"><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication 2</li><li>• Organizational Behaviour</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <ul style="list-style-type: none"><li>• Sales Management</li><li>• Managerial Accounting</li><li>• International Marketing</li><li>• Quantitative Methods &amp; Techniques</li><li>• Ethics &amp; Corporate Governance</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul>           | <ul style="list-style-type: none"><li>• Product &amp; Brand Management</li><li>• Strategic Marketing Management</li><li>• Academic Paper</li><li>• Service Marketing</li><li>• Electronic Commerce</li><li>• Supply Chain Management</li></ul>                             |

### Bachelor of Business Administration (Hons)

Business Administration is an umbrella degree applicable for a spectrum of careers in today's diverse organizations. It is designed to produce graduates who are susceptible to the shifting business environmental influences and responsive to new ideas in resolving emerging issues facing business organizations.

You will gain skills in analytical,planning communication and operating skills which can be applied to various complex business situations.

### Entry Requirement

- Pass STPM/A Level with minimum 3 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field and pass SPM with 5 credits excluding religious and moral studies; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1  | Semester 3   | Semester 5   |
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| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication Skills 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> | <ul style="list-style-type: none"><li>• Human Resource Management</li><li>• Fundamental of Entrepreneurship</li><li>• Financial Management 1</li><li>• Macroeconomics Analysis for Business Decision</li><li>• Commercial Law</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> | <ul style="list-style-type: none"><li>• Malaysian Taxation</li><li>• Operations Management</li><li>• Research Methods</li><li>• Open elective</li><li>• Management Information Systems</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> |
| Semester 2  | Semester 4   | Semester 6   |
| <ul style="list-style-type: none"><li>• Organizational Behavior</li><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication 2</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul>          | <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Financial Management 2</li><li>• Ethics &amp; Corporate Governance</li><li>• Global Classroom</li><li>• Quantitative Methods &amp; Techniques</li><li>• Constitution and Society in Malaysia</li></ul>   | <ul style="list-style-type: none"><li>• Creativity and Innovation in Business</li><li>• Investment Analysis</li><li>• Project Management for Business</li><li>• Strategic Management</li><li>• Corporate Law</li><li>• Current Issues in Business Management</li></ul>     |

### Bachelor of Business (Hons) in Entrepreneurship

This programme focuses on innovation and the strategies that turn innovation into wealth creation therefore exposes students to the concepts and theories of business management simultaneously imbedding you with skills on analytical planning business discipline, communications and operating skills.

### Entry Requirement

- Pass STPM/A level with minimum 3 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field and pass SPM with 5 credits excluding religious and moral studies; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1   | Semester 3  | Semester 5   |
|--|---|--|
| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li><li>• Co-curriculum</li></ul> | <ul style="list-style-type: none"><li>• Islamic Studies</li><li>• Co-Curriculum 2</li><li>• Fundamental of Entrepreneurship</li><li>• Financial Management 1</li><li>• Macroeconomics Analysis for Business Decisions</li><li>• Commercial Law</li><li>• Money &amp; Banking</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li><li>• Co-curriculum 3</li></ul> | <ul style="list-style-type: none"><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li><li>• Research Methods</li><li>• Consumer Behavior</li><li>• Entrepreneurship &amp; New Venture</li><li>• Marketing for Entrepreneur</li><li>• Open Elective</li><li>• Internship</li><li>• Co-curricular</li><li>• Community Services</li></ul> |
| Semester 2   | Semester 4  | Semester 6   |
| <ul style="list-style-type: none"><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication Skills</li><li>• Organizational Behavior</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul>                      | <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Small Business Management</li><li>• Ethics &amp; Corporate Governance</li><li>• Finance for Entrepreneur</li><li>• International Marketing</li></ul>  | <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Global Entrepreneurship</li><li>• Project Management for Business</li><li>• Financial Statement Analysis</li><li>• Company Law</li></ul>  |

### BA (Hons) in Sports, Health & Fitness Management

This degree is designed to equip graduates with an understanding of the skills and knowledge required for efficient and successful management of sport & fitness provision.Emphasis is placed on an understanding of how sports, health and fitness resources are effectively and competently managed in order to satisfy participation and profit.

### Entry Requirement

- Pass STPM/A level with minimum 2 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1   | Semester 3  | Semester 5  |
|--|---|---|
| <ul style="list-style-type: none"><li>• Business Mathematics</li><li>• Financial Accounting Fundamentals</li><li>• Introduction to Business Management</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> | <ul style="list-style-type: none"><li>• Communication - Malay Language 2</li><li>• Sport Human Resource Management</li><li>• Fundamental of Entrepreneurship</li><li>• Resort &amp; Fitness Centre Management</li><li>• Web Design</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> | <ul style="list-style-type: none"><li>• Exercise &amp; Sports</li><li>• Constitution and Society in Malaysia</li><li>• Sport Facility Management</li><li>• Sports and Fitness Psychology</li><li>• Research Methods in Sport</li><li>• Sport Financial Management</li><li>• Sport Law</li><li>• Community Services</li><li>• Co-curricular</li><li>• Internship</li></ul> |
| Semester 2   | Semester 4  | Semester 6  |
| <ul style="list-style-type: none"><li>• Introduction to Sport Management</li><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication Skills 2</li><li>• Islamic Civilisation and Asian Civilisation</li></ul>                              | <ul style="list-style-type: none"><li>• Operations Management</li><li>• Diet &amp; Nutrition</li><li>• Customer &amp; Service Marketing</li><li>• Sport Event Management</li><li>• Global Classroom</li></ul>   | <ul style="list-style-type: none"><li>• Future Trends &amp; Issues</li><li>• Sports Marketing &amp; Sponsorship</li><li>• Sports Risk Management</li><li>• Sport Industry Development</li><li>• Ethics in Sport Management</li><li>• Creative &amp; Innovation in Sports Management</li></ul>   |

### Bachelor of Business (Hons) in Accounting

Bachelor of accounting (Hons) is specifically designed to produce qualified & trained professionals in various areas,with emphasis in the area of accounting and auditing entwined with knowledge and experience in finance and business management. Competent, devoted and industry relevant accountants, auditors,financial specialists who are innovative and motivated to achieve excellence in their discipline are products of this programme.

### Entry Requirement

- Pass STPM/A level with minimum 3 principals; OR
- Pass Foundation/Pre-University/Matriculation in related field and pass SPM with 5 credits excluding religious and moral studies; OR
- Pass Diploma in related field; OR
- Any other equivalent qualifications recognised by the Malaysian Government.

| Semester 1  | Semester 3  | Semester 5  |
|---|---|---|
| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li><li>• Islamic Studies</li><li>• Co-Curriculum 1</li></ul> | <ul style="list-style-type: none"><li>• Communication - Malay Language 2</li><li>• Islamic Studies</li><li>• Co-Curriculum 2</li><li>• Fundamental of Entrepreneurship</li><li>• Commercial Law</li><li>• Financial Accounting &amp; Reporting 2</li><li>• Financial Management 1</li><li>• Macroeconomic Analysis for Business Decision</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li><li>• Co-curriculum 3</li></ul> | <ul style="list-style-type: none"><li>• Ethics &amp; Corporate Governance</li><li>• Open Elective</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li><li>• Risk Management</li><li>• Research Method</li><li>• Accounting Theory &amp; Practice</li><li>• Auditing</li><li>• Community Services</li><li>• Internship</li><li>• Co-curricular</li></ul> |
| Semester 2  | Semester 4  | Semester 6  |
| <ul style="list-style-type: none"><li>• Financial Accounting and Reporting 1</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication 2</li><li>• Cost &amp; Management Accounting</li><li>• Islamic Civilisation and Asian Civilisation</li></ul>   | <ul style="list-style-type: none"><li>• Accounting Information Systems</li><li>• Financial Accounting &amp; Reporting 3</li></ul>   | <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Project Management for Business</li><li>• Financial Statement Analysis</li><li>• Company Law</li></ul>   |

### Bachelor of Business (Hons) in Human Resource Management

In the world of today, organizations must rely on professional human resource staff to tackle human resource issues. You will acquire vital knowledge, skills, techniques and expertise focusing on the management of the most crucial assets in an organization. This programme will train you to a become qualified and competent professional also learn how to create a working environment in which employees will be motivated productive and happy.

### Entry Requirement

- Pass STPM/A Level with minimum 3 principals including general studies or recognized equivalent qualification;
- Pass Foundation in related field or other qualification recognized by Senate
- Diploma in Business field or related from any institution recognised by

| Semester 1   | Semester 3   | Semester 5   |
|--|--|--|
| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamental</li><li>• Business Mathematics</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul>        | <ul style="list-style-type: none"><li>• Human Resource Management</li><li>• Financial Management 1</li><li>• Macroeconomics Analysis for Business Decision</li><li>• Commercial Law</li><li>• Fundamental of Entrepreneurship</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul> | <ul style="list-style-type: none"><li>• Compensation Management</li><li>• Performance Management</li><li>• Research Method</li><li>• Management Information System</li><li>• Internship</li><li>• Recruitment &amp; Selection</li><li>• Open Elective</li><li>• Community Services</li><li>• Co-curricular</li></ul> |
| Semester 2   | Semester 4   | Semester 6   |
| <ul style="list-style-type: none"><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication Skills 2</li><li>• Organizational Behaviour</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul> | <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Quantitative Methods</li><li>• Ethics &amp; Corporate Governance</li><li>• Cross-Culture Management</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul>  | <ul style="list-style-type: none"><li>• Safety &amp; Health Management</li><li>• Academic Paper</li><li>• Industry Relations</li><li>• International Human Resource Management</li><li>• Malaysian Economics</li><li>• Training and Development</li></ul>  |

### Bachelor of Arts (Hons)Business & Quality Management

The BA (Hons) in Business and Quality Management would be the first of its kind in Malaysia, if not in the world. The increasing role of globalisation and international competition means that it is not sufficient just to manage businesses in a traditional way. At the end of this programme students will be able to demonstrate the acquisition of a philosophical, analytical and statistical framework that helps an organization to successfully make the transition to Total Quality Management (TQM) also to sythesize, implement, evaluate and demonstrate the importance of quality assurance, understand marketing technology and apply statistical process control techniques used in manufacturing and services.

### Entry Requirement

- Pass STPM/A level with minimum 3 principals and pass Mathematics at SPM
- Pass Matriculation/Pre-University in related field; and pass SPM/STPM or O Level with 5 credits
- Any other equivalent qualifications recognized by the Malaysian Government.

| Semester 1   | Semester 3   | Semester 5   |
|--|--|--|
| <ul style="list-style-type: none"><li>• Introduction to Business Management</li><li>• Financial Accounting Fundamentals</li><li>• Computer Application for Business</li><li>• Business Communication 1</li><li>• Business Mathematics</li><li>• Ethnic Relations</li><li>• Malaysian Studies 3</li></ul> | <ul style="list-style-type: none"><li>• Quality Planning</li><li>• Fundamental of Entrepreneurship</li><li>• Financial Management 1</li><li>• Macroeconomics Analysis for Business Decision</li><li>• Commercial Law</li><li>• Creative &amp; Innovation Skills</li><li>• Bahasa Kebangsaan A DIP/DEG (Local)</li></ul>      | <ul style="list-style-type: none"><li>• Performance Measurement</li><li>• Quality Management Tools and Techniques</li><li>• Research Methods</li><li>• Management Information System</li><li>• Open elective</li><li>• Internship</li><li>• Community Services</li><li>• Co-curricular</li></ul> |
| Semester 2   | Semester 4   | Semester 6   |
| <ul style="list-style-type: none"><li>• Principle of Team Work</li><li>• Principles of Marketing</li><li>• Microeconomics</li><li>• Business Statistics</li><li>• Business Communication 2</li><li>• Islamic Civilisation and Asian Civilisation</li><li>• Communication - Malay Language 2</li></ul>    | <ul style="list-style-type: none"><li>• Leadership in Quality</li><li>• TQM Implementation</li><li>• Business Process Management</li><li>• Managerial Accounting</li><li>• Ethics &amp; Corporate Governance</li><li>• Directed Elective</li><li>• Constitution and Society in Malaysia</li><li>• Global Classroom</li></ul> | <ul style="list-style-type: none"><li>• Continuous Improvement</li><li>• Creativity and Innovation in Business</li><li>• Quality Culture</li><li>• Knowledge Management</li><li>• Strategic Management</li><li>• Project Management for Business</li></ul>                                       |

### Successful Alumni

Faculty of Business Management & Globalisation



*"Limkokwing University was a great opportunity for us as students to get some hands-on experience by working with start-up companies."*

#### Jenifer Ahmed Jeni - Bangladesh

Graduated 2010 - BBus in Administration (Hons)  
Now - Traffic Officer & Ground Handling, Fly Dubai



*"LUCT gave me exposure to a wide range of management principles, affecting loads of areas of business."*

#### Rana Mohamed Abdelhamid Suliman

Graduated 2008 - BBus (Hons) In International Business  
Now - Programme Coordinator, Divan Student Travel, Saudi Arabia



*"Limkokwing University experience gave me real world, practical experience that you cannot get in a classroom."*

#### Sarfarazali Mustafa Akber Chagani - Tanzania

Graduated 2010 - Bachelor Of Business (Hons) in Marketing  
Now - Business Development Executive, Uniglobe Skylink Travel & Tours Limited

## Hi-Income Business Careers

**Business Administration** • Planning Consultant • Purchaser • Banker • Business Manager • Office Administrator • Operation Management Executive • Office Administrator • Business Planning Consultant **International Business** • Import & Export Executive • International Business Consultant • International Public Relations Executive **Accounting** • Finance Analyst • Accountant • Financial Controller • Chartered Accountant **Public Management** • Environmental Agent • Civil Servant • Health & Policy Authority • Current Affairs Executive • Diplomat • Administrative Officer **Business & Quality Management** • Copywriter • Marketing Manager • Media Buyer • Web Designer • Lecturer • Management Executive • Project Supervisor • Production Quality Executive • Inventory Manager • Control Manager • Quality Control Officer **Marketing** • Promotions Manager • Account Manager • Media Executive • Brand Manager • Marketing Executive • Market Researcher • Advertising Manager • Creative Team Director **Entrepreneurship** • Project Manager • Entrepreneur • Business Consultant **Human Resource Management** • Office Administrator • Office Manager • Purchaser • Banker • Recruitment Manager • Operations Management Executive • Business Planning Consultant • Compensation Executive **Sports, Health & Fitness Management** • Event Manager • Fitness Trainer • Lecturer • Sports Marketer **Tourism Management** • Tour Agent • Travel Marketing • Tour Agency Consultant **Global Business Communication** • Journalist • Advertising Manager • Public Affairs Manager • Public Relations Manager



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