

FACULTY OF **BUSINESS & MANAGEMENT** 企业与管理学院



SOUTHERN
UNIVERSITY COLLEGE
南方大学学院



Faculty of Business & Management 企业与管理学院

The Faculty of Business and Management consists of five departments, namely the Department of Management, the Department of Marketing, the Department of Accounting and Finance, the Department of Tourism Management and the Department of Postgraduate Studies and Quality Assurance. All the courses focus on integrated theories and practices to enhance multi-intelligence, leadership, creativity and resilience through innovative teaching methodologies reinforced by case studies and small group discussions. The Faculty offers seven home-grown degrees and four diploma programmes. All the programmes have been approved by the Malaysian Qualifications Agency (MQA) and the Ministry of Higher Education.

企业与管理学院由五个系组成，即管理系、市场营销系、会计与金融系、旅游管理系和研究生及质量保证系。所有课程都侧重于综合理论和实践，通过案例研究和小组讨论强化的创新教学方法，提高多才多艺、领导力、创造力和应变能力。该学院提供七个本科学位和四个专业文凭课程。所有课程均已获得马来西亚资格认证机构（MQA）和高等教育部的批准。





Courses

Diploma in **Accountancy**
 Diploma in **Business Administration**
 Diploma in **Marketing**
 Diploma in **Logistics Management**
 Bachelor in **Accounting (Honours)**
 Bachelor of **Business Administration (Honours)**
 Bachelor of **Business Administration (Honours) in Marketing**
 Bachelor of **Business Administration (Honours) in Finance and Investment**
 Bachelor of **Business Administration (Honours) in Tourism Management**
 Bachelor of **Business Administration (Honours) in Human Resource Management**
 Bachelor of **Property Management (Honours)**

Professional Recognition

专业资格认证



Think Ahead

Association of Chartered Certified Accountants



ICAEW
CHARTERED
ACCOUNTANTS

Institute of Chartered
Accountants in England and Wales



CIMA[®]

Chartered Institute of Management Accountants

MICPA
MALAYSIA

The Malaysian Institute of
Certified Public Accountants

Diploma in Accountancy

会计专业文凭

R2/344/4/0188(A10799)08/24

Course Duration: 2 Years 3 Months

Course Introduction 课程介绍

This program is designed mainly for students who enjoy solving accounting problems by applying the fundamental theories and accounting methods. In this program, students are required not only to have specialised knowledge in accounting, finance, auditing and taxation, but also are expected to master management skills and the legal aspects of businesses so as to optimise and support their accounting knowledge.

此课程主要面向是通过应用基础理论和会计方法解决会计上的问题。学生不仅需要具备会计、金融、审计和税务方面的专业知识，还需要掌握管理技能与企业法律方面的知识来增强与辅助会计知识。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Law 商务法
- Computer Applications 计算机应用
- Fundamentals of Marketing 营销基础
- Fundamentals of Management 管理基础
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Statistics 统计数据
- Quantitative Methods 定量方法
- Communicative English 交际英语

Core Modules 核心科目

- Accounting Information System 会计信息系统
- Accounting Theory and Practice 会计理论与实践
- Advanced Financial Accounting 高级财务会计
- Auditing 审计
- Basic Costing 基本成本核算
- Business Finance 商业金融
- Business Mathematics 商业数学
- Cost Accounting 成本会计
- Company Law 公司法
- Financial Accounting I 财务会计 I
- Financial Accounting II 财务会计 II
- Intermediate Financial Accounting 中级财务会计
- Management Accounting 管理会计
- Taxation I 税务I
- Taxation II 税务II

Elective Modules (Select Any One)

选修科目 (任选一科)

- General English 通用英语
- Consumer Behaviour 消费者行为
- Cross Cultural Management 跨文化管理
- Human Resource Management 人力资源管理
- International Business 国际商务
- International Finance 国际金融
- International Marketing 国际营销
- International Relations 国际关系
- Introduction to Logistics Operations 物流运营简介
- Personal Finance 个人财务
- Practical Training for Accounting Students 会计学生实践培训
- Sales Management 销售管理

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirements 入学资格

- **SPM/O-Level:** With a minimum of 3 credits including Mathematics and a pass in English
- **UEC:** With a minimum of 3 credits including Mathematics and a pass in English
- **Certificate:** A certificate or its equivalent in a related field at least CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency requirement for International Student:** IELTS 5.5 or TOEFL 550 or its equivalent

Diploma in Business Administration

工商管理专业文凭

R2/345/4/0418(A5189)10/24

Course Duration: 2 Years 3 Months

Course Introduction 课程介绍

This program emphasises both the theoretical aspects as well as the practices of business administration. Students will study business organisations, management and the changing global environment in which they operate, including the applied skills needed for a successful career in the business industries.

工商管理专业文凭强调理论探讨以及管理实践。此课程将使学生能够探索企业经营所处的全球、政治、经济、社会和技术环境。此课程旨在为学生提供广泛、分析和综合的商业管理技能。专为希望获得商业文凭并可选择继续攻读本科和研究生课程的学生而设计。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Finance 商业金融
- Business Law 商务法
- Business Research Methods 商业研究方法
- Computer Applications 电脑应用
- E-Commerce 电子商务
- Entrepreneurship 创业学
- Financial Accounting I 财务会计 I
- Financial Accounting II 财务会计 II
- Fundamentals of Management 管理基础
- Fundamentals of Marketing 营销基础
- Information Technology 信息技术
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Management and Cost Accounting 管理和成本会计
- Quantitative Methods 定量方法
- Statistics 统计数据
- Communicative English 交际英语

Core Modules 核心科目

- Corporate Finance 企业融资
- Fundamentals of Business 商业基础
- Human Resource Management 人力资源管理
- International Business 国际商务
- Organisational Behaviour 组织行为学
- Principles of Investment 投资原则

Elective Modules (Select Any Two)

选修科目 (任选两科)

- Business Mathematics 商业数学
- Consumer Behaviour 消费者行为
- Cross Cultural Management 跨文化管理
- International Finance 国际金融
- International Marketing 国际营销
- International Relations 国际关系
- Introduction to Logistics Operations 物流运营简介
- Personal Finance 个人财务
- Sales Management 销售管理
- General English 通用英语

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirements 入学资格

- **SPM:** With a minimum of any 3 credits
- **UEC:** With a minimum of any 3 credits
- **Certificate:** A certificate or its equivalent in a related field at least CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency requirement for International Student:** IELTS 5.0 or MUET Band 3 or its equivalent

Diploma in Marketing

市场营销专业文凭

R2/342/4/0135(A5807)06/25

Course Duration: 2 Years 3 Months

Course Introduction 课程介绍

This program emphasises both marketing theory and the practice of marketing. Students will develop skills and knowledge of the key operational aspects of marketing, and they will gain an awareness of the external marketing environment. Students will learn the fundamentals of marketing, e-commerce, international marketing, consumer behavior, marketing communications, sales management and marketing management. The specific aim of this program is to build students' confidence and competency and prepare them to join the job market. For the academic inclined, this program serves as a strong platform for further studies in any business and marketing related studies.

市场营销系的所有课程都注重学术质量和卓越性。教授学生批判性思维技能，并鼓励他们进行小组讨论以培养他们的智力领导力。此系帮助学生发展营销技能、商业和其他相关学科的知识，并将相关知识和技能应用到专业和商业环境中。此课程致力于培养具备知识、技能和特质的营销专业人士，这些知识、技能和品质，对于在充满活力和挑战性的商业环境中，是建立成功职业生涯的至关条件。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Finance 商业金融
- Business Law 商务法
- Business Research Methods 商业研究方法
- Computer Applications 电脑应用
- E-Commerce 电子商务
- Entrepreneurship 创业学
- Financial Accounting I 财务会计 I
- Financial Accounting II 财务会计 II
- Fundamentals of Management 管理基础
- Information Technology 信息技术
- Management and Cost Accounting 管理和成本会计
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Quantitative Methods 定量方法
- Statistics 统计数据
- Communicative English 交际英语

Core Modules 核心科目

- Consumer Behaviour 消费者行为
- Fundamentals of Marketing 营销基础
- International Marketing 国际营销
- Marketing Communication 营销传播
- Marketing Management 市场营销管理
- Sales Management 销售管理

Elective Modules (Select Any Two)

选修科目 (任选两科)

- General English 通用英语
- Business Mathematics 商业数学
- Cross Cultural Management 跨文化管理
- Grammar ESL ESL语法
- Human Resource Management 人力资源管理
- International Business 国际商务
- International Finance 国际金融
- International Relations 国际关系
- Introduction to Logistics Operations 物流运营简介
- Personal Finance 个人财务

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirements 入学资格

- **SPM:** With a minimum of any 3 credits
- **UEC:** With a minimum of any 3 credits
- **Certificate:** A certificate or its equivalent in a related filed at least CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency requirement for International Student:** IELTS 5.0 or MUET Band 3 or its equivalent

Diploma in Logistics Management

物流管理专业文凭

R3/840/4/0034(A7038)07/27

Course Duration: 2 Years 3 Months

Course Introduction 课程介绍

The Diploma in Logistics Management provides an integrated approach to supply chain, transport and logistics management practices. Students have the opportunity to explore core learning areas such as inventory management, warehouse management, supply chain management and customer service, as well as the management of logistics operations. This program requires students to undergo industrial attachment (practical training) as well as attending classroom lessons. The industrial training module enables students to better appreciate the nature and demands of logistics management in real life work environment. Students are taught by qualified lecturers and specially invited industrial practitioners in order to enhance their learning experience.

此课程提供了供应链、运输和物流管理实践的综合方法。学生有机会探索核心学习领域，例如供应商管理、供应链和客户服务，以及物流管理和仓库管理。此课程要求学生接受工业实习（实践培训）以及参加典型的课堂课程。工业培训学科让学生更好地体会到物流管理在现实工作环境中的本质和需求。学生由合格的讲师和特邀行业从业者授课，以提高他们的学习体验。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Law 商务法
- Computer Applications 电脑应用
- E-Commerce 电子商务
- Financial Accounting I 财务会计 I
- Financial Accounting II 财务会计 II
- Fundamentals of Management 管理基础
- Fundamentals of Marketing 营销基础
- Information Technology 信息技术
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Quantitative Methods 定量方法
- Statistics 统计数据
- Communicative English 交际英语

Core Modules 核心科目

- Freight and Transport Management 货运和运输管理
- International Business 国际商务
- Introduction to Logistics Operation 物流运营简介
- Inventory Management 库存管理
- Introduction to Transport 交通导论
- Logistics Management and Strategy 物流管理和战略
- Purchasing and Supply Management 采购和供应管理

- Supply Chain Management 供应链管理
- Transport Economics 交通经济学
- Warehouse Management 仓库管理
- Industrial Training 工业培训

Elective Modules (Select Any One)

选修科目（任选一科）

- General English 通用英语
- Business Mathematics 商业数学
- Consumer Behaviour 消费者行为
- Cross Cultural Management 跨文化管理
- Grammar ESL ESL语法
- Human Resource Management 人力资源管理
- International Finance 国际金融
- International Marketing 国际营销
- International Relations 国际关系
- Organisational Behaviour 组织行为学
- Personal Finance 个人财务
- Sales Management 销售管理

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirements 入学资格

- **SPM:** With a minimum of any 3 credits
- **UEC:** With a minimum of any 3 credits
- **Certificate:** A certificate or its equivalent in a related field at least CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency requirement for International Student:** IELTS 5.0 or MUET Band 3 or its equivalent

Bachelor in Accounting (Honours) 会计（荣誉）学士学位

R/344/6/0152(MQA/FA2781)04/23

Course Duration: 4 Years

Course Introduction 课程介绍

The Bachelor in Accounting (Honours) (BBAC) is designed as a well-rounded programme to produce accounting professionals who possess the knowledge, skills and attributes that are essential for building successful careers in a dynamic and challenging business environment. The curriculum provides students with a strong grounding in accounting and core business subjects as well as the opportunity to gain real world experience through industrial training and industry-based projects. In addition, the programme integrates the development of professional skills, values and ethics to enable graduates to function as competent professionals throughout their careers.

会计（荣誉）学士学位旨在培养具备知识、技能与特质的会计专业人士，以在商业与环境动态中建立成功的职业生涯。此课程为学生提供会计与商业科目的坚实基础，以及通过工商业培训获得实习的经验。此外，实习培训计划整合了专业技能、价值与道德观，使毕业生能够在整个职业生涯中成为称职的专业人士。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Ethics and Corporate Governance 商业道德和公司治理
- Business Research Methods 商业研究方法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Information Technology & Business Application 信息技术与商业应用
- International Business Management 国际商务管理
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Strategic Management 战略管理
- Academic English 学术英语

Core Modules 核心科目

- Accounting Information Systems 会计信息系统
- Accounting Theory and Practice 会计理论与实践
- Advanced Accounting Information Systems 高级会计信息系统
- Advanced Audit and Assurance 高级审计与鉴证
- Advanced Management Accounting 高级管理会计
- Advanced Taxation 高级税务管理
- Audit and Assurance 审计与鉴证
- Business Law 商务法
- Business Strategy and Integrated Case Study 业务战略和综合案例研究

- Company Law 公司法
- Corporate Accounting & Reporting I 企业会计与报告 I
- Corporate Accounting & Reporting II 企业会计与报告 II
- Corporate Accounting & Reporting III 企业会计与报告 III
- Corporate Finance 企业融资
- Cost & Management Accounting 成本与管理会计
- Financial Accounting 金融会计
- Fundamental of Financial Management 财务管理基础
- Introduction to Financial Accounting 财务会计导论
- Malaysian Taxation 马来西亚税务
- Management Accounting 管理会计
- Public Sector Accounting 公共部门会计

Elective Modules (Select Any Three)

选修科目（任选三科）

- English Proficiency 基础英语
- Consumer Behaviour 消费者行为
- Entrepreneurship 创业学
- Human Resource Management 人力资源管理
- Internal Audit 内部审计
- International Finance 国际金融
- Investment Analysis 投资分析
- Public Relations 公共关系
- Public Speaking 公开演讲

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirements 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C+ in any two subjects AND credit in Mathematics at SPM level AND MUET Band 2
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any two subjects including Mathematics AND MUET Band 2
- **UEC:** With a minimum of 5 credits AND credit in Mathematics at UEC level AND MUET Band 2
- **Foundation/Matriculation:** With a minimum of CGPA 2.5 AND credit in Mathematics at SPM level AND MUET Band 2
- **Diploma/Advanced Diploma:** Accounting or related field with a CGPA 2.5 AND MUET Band 2
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.5 or TOEFL 550 or its equivalent

Bachelor of Business Administration (Honours) 工商管理（荣誉）学士学位

R/340/6/0466(MQA/FA4715)09/24

Course Duration: 3 Years

Course Introduction 课程介绍

The Bachelor of Business Administration (Honours) programme is designed as a well-rounded programme to equip students with a broad understanding on key business administration concepts, while at the same time help the students to develop their intellectual skills needed to cope with today's complex and dynamic business environment. An optimum blend of theory and practice is offered, with a combination of subjects equipping students with soft skills for working with people and the hard skills directed at areas such as management, marketing, accounting and finance. In addition, the program integrates the development of professional skills, values and ethics to enable graduates to function as competent professionals with integrity throughout their careers.

工商管理（荣誉）学士学位旨在让学生对关键的工商管理概念有广泛的了解，同时帮助学生发展应对当今复杂和多变的商业环境。此课程结合理论与实践，也整合专业技能、价值观和道德的发展，使毕业生能够在未来的职业生涯中发挥所长。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Law 商务法
- Business Research Methods 商业研究方法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Company Law 公司法
- Cost & Management Accounting 成本与管理会计
- Fundamental of Financial Management 财务管理基础
- Information Technology & Business Application 信息技术与商业应用
- Introduction to Financial Accounting 财务会计导论
- Introduction to Psychology 心理学导论
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Strategic Management 战略管理
- Academic English 学术英语

Core Modules 核心科目

- Business Ethics and Corporate Governance 商业道德和公司治理
- Corporate Finance 企业融资
- Current Affairs, News & Organisations 时事、新闻和组织
- E-Commerce 电子商务
- Economics for Business Decision 商业决策经济学

- Entrepreneurship 创业学
- Financial Accounting 财务会计
- Human Resources Management 人力资源管理
- Managing Organisational Change 管理组织变革
- Production and Operations Management 生产和运营管理
- Public Speaking 公开演讲

Elective Modules (Select Any Four)

选修科目（任选四科）

- English Proficiency 基础英语
- Consumer Behaviour 消费者行为
- International Business Management 国际商务管理
- Introduction to Banking 银行业简介
- Investment Analysis 投资分析
- Malaysian Taxation 马来西亚税务
- Personal Finance 个人财务
- Performance Management 绩效管理
- Public Relations 公共关系
- Risk and Value Management in Property 财产风险和价值管理

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C (SGP 2.0) in any two subjects AND a pass in Mathematics and English at SPM level
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any two subjects AND a pass in Mathematics and English
- **UEC:** With a minimum of 5 credits AND a pass in Mathematics and English at UEC level
- **Foundation/Matriculation:** With a minimum of CGPA 2.0
- **Diploma/Advanced Diploma:** With a minimum of CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.5 or MUET Band 3 or its equivalent

Bachelor of **Business Administration** **(Honours) in Marketing**

市场营销（荣誉）学士学位

R/342/6/0060(MQA/FA2807)05/23

Course Duration: 3 Years

Course Introduction 课程介绍

The program focuses on both marketing principles and business practices. Students are taught the basic and current marketing principles, consumer behaviour, sales management, integrated marketing communications, marketing planning and decision making process. The program prepares students proficiently for further studies or career markets.

此课程侧重于营销原则和商业实践。学生将学习基本和当前的营销原则、消费者行为、销售管理、整合营销传播、营销规划和决策过程。该课程为学生进一步学习或职业市场做好准备。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Ethics 商业伦理
- Business Law 商务法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Cost & Management Accounting 成本与管理会计
- Fundamental of Financial Management 财务管理基础
- International Business Management 国际商务管理
- Introduction to Financial Accounting 财务会计导论
- Management Information System 管理信息系统
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Strategic Management 战略管理
- Academic English 学术英语

Core Modules 核心科目

- Advertising & Promotions 广告与促销
- Consumer Behaviour 消费者行为
- E-Marketing 电子营销
- Entrepreneurship 创业学
- Green Marketing 绿色营销
- International Marketing 国际营销
- Marketing Research 市场调研
- Marketing Strategy 市场策略
- Media Planning 媒体策划
- Professional Selling 专业销售
- Public Relations 公共关系
- Retail Marketing 零售营销
- Services Marketing 服务营销

Elective Modules (Select Any Three)

选修科目（任选三科）

- English Proficiency 基础英语
- Events Management 活动管理
- Financial Markets and Institution 金融市场和机构
- Human Resource Management 人力资源管理
- Introduction to Psychology 心理学导论
- Malaysian Taxation 马来西亚税务
- Performance Management 绩效管理
- Public Speaking 公开演讲

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C (SGP 2.0) in any two subjects AND a pass in Mathematics and English at SPM level
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any two subjects AND a pass in Mathematics and English
- **UEC:** With a minimum of 5 credits AND a pass in Mathematics and English at UEC level
- **Foundation/Matriculation:** With a minimum of CGPA 2.0
- **Diploma/Advanced Diploma:** With a minimum of CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.5 or MUET Band 3 or its equivalent

Bachelor of **Business Administration** **(Honours) in Finance & Investment**

金融投资（荣誉）学士学位

R/340/6/0246(MQA/FA2780)05/23

Course Duration: 3 Years

Course Introduction 课程介绍

The BBA (Honours) in Finance and Investment is designed as a well-rounded programme to produce finance and investment professionals who possess the knowledge, skills and attributes that are essential for building successful careers in a dynamic and challenging business environment. The curriculum provides students with a strong grounding in finance, investment and core business subjects. In addition, the programme integrates the development of professional skills, values and ethics to enable graduates to function as competent professionals throughout their careers.

此课程旨在培养学生成为金融和投资专业人士，在充满活力和挑战性的商业环境中，具备金融和投资所必需的知识、技能和特质。此课程为学生提供金融、投资和核心商业科目的坚实基础。此外，整合了专业技能、价值观和道德的发展，使毕业生能够在整个职业生涯中成为称职的专业人士。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Law 商务法
- Business Research Methods 商业研究方法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Cost & Management Accounting 成本与管理会计
- Entrepreneurship 创业学
- Financial Accounting 金融会计
- Fundamental of Financial Management 财务管理基础
- Information Technology & Business Application 信息技术与商业应用
- Introduction to Financial Accounting 财务会计导论
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Academic English 学术英语

Core Modules 核心科目

- Corporate Finance 企业融资
- Derivatives 衍生性金融产品
- Equity Securities 股本证券
- Ethics in Finance 金融道德
- Financial Econometrics 金融计量经济学
- Financial Markets and Institution 金融市场和机构
- Financial Modelling 财务建模
- Financial Statement Analysis 财务报表分析
- Fixed Income Securities 固定收益证券

- International Finance 国际金融
- Investment Analysis 投资分析
- Personal Finance 个人财务

Elective Modules (Select Any Four)

选修科目（任选四科）

- English Proficiency 基础英语
- Company Law 公司法
- Consumer Behaviour 消费者行为
- E-Commerce 电子商务
- Human Resource Management 人力资源管理
- Introduction to Banking 银行业简介
- Introduction to Psychology 心理学导论
- International Business Management 国际商务管理
- International Marketing 国际营销
- Malaysian Taxation 马来西亚税务
- Management Accounting 管理会计
- Performance Management 绩效管理
- Production and Operation Management 生产经营管理
- Public Relations 公共关系
- Public Speaking 公开演讲
- Risk and Value Management in Property 财产风险和
价值管理
- Strategic Management 战略管理

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:**With a minimum of CGPA 2.0 and a minimum of Grade C+ in any two subjects AND credit in Mathematics at SPM level and a pass in English at SPM level
- **A-Level:**With a minimum of CGPA 2.0 with at least a full pass in any two subjects including Mathematics AND a pass in English
- **UEC:**With a minimum of 5 credits AND credit in Mathematics and a pass in English at UEC level
- **Foundation/Matriculation:**With a minimum of CGPA 2.5 AND credit in Mathematics and a pass in English at SPM level
- **Diploma/Advanced Diploma:** Finance, Banking, Insurance or related field with a CGPA 2.5
- **Others:**Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 6.0 or its equivalent

Bachelor of **Business Administration** **(Honours) in Tourism Management**

旅游管理（荣誉）学士学位

R/340/6/0585(MQA/FA5696)07/25

Course Duration: 3 Years

Course Introduction 课程介绍

The Bachelor of Business Administration (Honours) in Tourism Management programme is designed to equip students with necessary theoretical and practical knowledge in the field of Business Administration specialising in Tourism Management so that they can gain meaningful employment at a supervisory or management level in the industry or continue their studies at a post-graduate level in a related field.

旅游管理（荣誉）学士学位 旨在为学生提供旅游管理专业工商管理领域的必要理论和实践知识，使他们能够在旅游和酒店业内获得有意义的就业机会或管理级别的工作，或在相关领域作为研究生继续学习。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Law 商务法
- Business Research Methods 商业研究方法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Cost & Management Accounting 成本与管理会计
- Information Technology & Business Application 信息技术与商业应用
- International Business Management 国际商务管理
- Introduction to Financial Accounting 财务会计导论
- Introduction to Psychology 心理学导论
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Strategic Management 战略管理
- Academic English 学术英语

Core Modules 核心科目

- Domestic & International Tour Planning and Operations 国内和国际旅游规划和营运
- Eco-Tourism 生态旅游
- Events Management 活动管理
- E-Tourism Services 电子旅游服务
- Food Tourism 食品旅游
- Introduction to Tourism and Hospitality Industry 旅游和酒店业简介
- Rural, Culture and Agro Tourism 农村、文化和农业旅游
- Tourism Destination Management 旅游目的地管理
- Tourism Entrepreneurship 旅游创业精神
- Tourism Policy Studies 旅游政策研究

- Transportation and Geography in Tourism Industry 旅游业的交通和地理
- Travel Industry Operations 旅游业运营

Elective Modules (Select Any Three)

选修科目（任选三科）

- English Proficiency 基础英语
- Fundamentals of Financial Management 财务管理基础知识
- Human Resource Management 人力资源管理
- International Marketing 国际营销
- Performance Management 绩效管理
- Productions and Operations Management 生产和运营管理
- Public Relations 公共关系
- Public Speaking 公开演讲
- Risk and Value Management in Property 财产的风险和价值管理

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture 基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C (SGP 2.0) in any two subjects
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any two subjects
- **UEC:** With a minimum of 5 credits
- **Foundation/Matriculation:** With a minimum of CGPA 2.0
- **Diploma/Advanced Diploma:** With a minimum of CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.0 or MUET Band 3 or its equivalent

Bachelor of **Business Administration** **(Honours) in Human Resource Management** 人力资源管理（荣誉）学士学位

R/345/6/0851(MQA/FA7111)09/25

Course Duration: 3 Years

Course Introduction 课程介绍

The Bachelor of Business Administration (Honours) programme is designed to equip students with the latest up-to-date knowledge and practices in human resource management which are practised by international organisations but rather new in among Malaysian companies.

人力资源管理（荣誉）学士学位旨在为学生提供最新的人力资源管理知识和实践。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Ethics 商业伦理
- Business Law 商务法
- Business Research Methods 商业研究方法
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Fundamental of Financial Management 财务管理基础
- Human Resources Management 人力资源管理
- Introduction to Financial Accounting 财务会计导论
- Managerial Accounting 管理会计
- Management Information System 管理信息系统
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Principles of Management 管理原则
- Principles of Marketing 市场营销原理
- Production and Operations Management 生产和运营管理
- Strategic Management 战略管理
- Academic English 学术英语

Core Modules 核心科目

- Career Planning and Development 职业规划和发展
- Compensation Management 薪酬管理
- Employment Law 劳工法
- Human Resource Planning 人力资源规划
- Industrial Counselling 工业咨询
- Industrial Relations 劳资关系
- Managing Organisational Change 管理组织变革
- Managing Training and Development 管理培训和发展
- Occupational Safety and Health 职业安全与健康
- Performance Management 绩效管理

Elective Modules (Select Any Four)

选修科目（任选四科）

- English Proficiency 基础英语
- Company Law 公司法
- Consumer Behaviour 消费者行为
- E-Commerce 电子商务
- Entrepreneurship 创业
- International Business Management 国际商务管理
- Introduction to Banking 银行业简介
- Introduction to Psychology 心理学导论
- Public Relations 公共关系
- Public Speaking 公开演讲
- Risk and Value Management in Property 财产风险和
价值管理

Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C (SGP 2.0) in any two subjects AND a pass in Mathematics and English at SPM level
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any two subjects AND a pass in Mathematics and English
- **UEC:** With a minimum of 5 credits AND a pass in Mathematics and English at UEC level
- **Foundation/Matriculation:** With a minimum of CGPA 2.0
- **Diploma/Advanced Diploma:** With a minimum of CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.5 or MUET Band 3 or its equivalent

Bachelor of Property Management (Honours) 物业管理（荣誉）学士学位

N/345/6/1094(MQA/PA10491)02/24

Course Duration: 3 Years

Course Introduction 课程介绍

The Bachelor of Property Management (Honours) programme is designed as a well-rounded programme to equip students with comprehensive theoretical and practical knowledge in the field of real estate management in order to produce skilled and professional property practitioners such as property manager, property valuer, real estate agent and property consultant. Additionally, it grooms the students with relevant, up-to-date, assessable and significant job relevant qualities that can be applied to their potential future employment. Furthermore, they are also trained to obtain lifelong learning and problem solving skills in real situations particularly in the real estate management area.

产业管理（荣誉）学士学位旨在为学生提供全面的物业管理理论和实践知识，以培养熟练和专业的物业从业人员，如物业经理、物业估价师、物业地产代理及物业顾问。此外，毕业生也会参与各类培训，以获得各种物业管理领域的实战技能。

Course 课程

Compulsory Modules 必修科目

- Business Communication 商务沟通
- Business Statistics I 商业统计 I
- Business Statistics II 商业统计 II
- Introduction to Financial Accounting 财务会计导论
- Management Information System 管理信息系统
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Academic English 学术英语

Core Modules 核心科目

- Applied Valuation 应用评估
- Building Services and Maintenance 建筑服务和维护
- Building Technology 建筑技术
- Contract, Agency and Tort Law 合同、代理和侵权法
- Facilities Management 设备管理
- Introduction to Real Estate Profession 房地产行业简介
- Land Resource Economics 土地资源经济学
- Malaysian Legal System 马来西亚法律制度
- Principles and Methodology of Real Estate Valuation 房地产评估的原则和方法
- Property Development 房地产开发
- Property Law 物业法
- Property Management 物业管理
- Professional Practice 专业实践
- Property Taxation & Land Acquisition 物业税收和土地收购
- Real Estate Finance & Investment 房地产融资与投资
- Real Estate Investment Valuation 房地产投资评估

- Real Estate Market Analysis 房地产市场分析
- Real Estate Marketing and Agency 房地产营销和代理
- Urban Planning and Practices 城市规划与实践
- Undergraduate Project 1 本科项目 1
- Undergraduate Project 2 本科项目 2

Elective Modules (Select Any Four)

选修科目（任选四科）

- English Proficiency 基础英语
- Business Valuation 业务评估
- Consumer Behaviour 消费者行为
- Land Acquisition Practices 土地征用实践
- Project Management 项目管理
- Public Speaking 公开演讲
- Risk Management in Real Estate 房地产风险管理
- Valuation of Specialised Properties, Plant & Machinery 专业物业、厂房和机械的估值

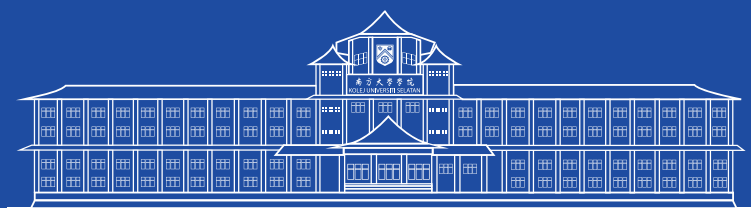
Industrial Training 实习

Elective Core 必选选修课

- Basic Chinese / Introduction to Chinese Culture
基础中文 / 中国文化概论

Entry Requirement 入学资格

- **STPM:** With a minimum of CGPA 2.0 and a minimum of Grade C (SGP 2.0) in any three subjects
- **A-Level:** With a minimum of CGPA 2.0 with at least a full pass in any three subjects
- **UEC:** With a minimum of 5 credits
- **Foundation/Matriculation:** With a minimum of CGPA 2.0
- **Diploma/Advanced Diploma:** With a minimum of CGPA 2.0
- **Others:** Other equivalent qualifications recognised by the Malaysian Government
- **English Competency Requirement for International Student:** IELTS 5.5 or MUET Band 3 or its equivalent



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