

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 programmes 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 seven 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，通过利用案例研究和小组讨论等经过强化的创新教学方法，提高学生的多元智能、领导力、创造力和应变能力。该学院提供七个本科学位和七个专业文凭课程。所有课程均已获得马来西亚学术鉴定机构（MQA）和高等教育部的批准。





Programmes 课程

Diploma in **Accountancy**
 Diploma in **Business Administration**
 Diploma in **Marketing**
 Diploma in **Logistics Management**
 Diploma in **Financial Analysis**
 Diploma in **International Business**
 Diploma in **Tourism 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



Association of Chartered Certified Accountants
英国皇家特许公认会计师公会



Institute of Chartered
Accountants in England and Wales
英格兰和威尔士特许会计师公会



Chartered Institute of Management Accountants
英国特许管理会计师公会



The Malaysian Institute of
Certified Public Accountants
马来西亚注册会计师公会

Diploma in **Accountancy**

会计专业文凭

R3/0411/4/0115(A10799)08/29

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

This programme is designed mainly for students who enjoy solving accounting problems by applying the fundamental theories and accounting methods. In this programme, students are required to not only 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。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any One) 公开选修 (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

MPU Courses 通识教育

Diploma in Business Administration

工商管理专业文凭

R3/0419/4/0005(A5189)10/29

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

This programme 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目前在全球政治、经济、社会和技术环境下的各种企业经营方法。此课程旨在为学生提供广泛的分析能力和综合的商业管理技能。专为希望获得工商管理专业文凭并可选择继续攻读本科和研究课程的学生而设计。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Two) 公开选修 (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

MPU Courses 通识教育

Diploma in Marketing

市场营销专业文凭

R3/0415/4/0048(A5807)06/30

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

The Diploma in Marketing programme is designed to provide students with a comprehensive understanding of the principles and practices of marketing. This programme encompasses a wide range of courses, including fundamentals of marketing, consumer behaviour, e-commerce, international marketing, marketing communications, sales management, and marketing management. The Diploma in Marketing serves as a solid foundation to further studies in various business and marketing-related fields. Upon completion of the programme, graduates will be well-prepared to pursue diverse career opportunities in marketing, advertising, sales, and related industries, or to continue their education at an advanced level.

市场营销专业文凭课程旨在为学生提供对市场营销原理和实践的全面理解。此课程涵盖广泛范围，包括市场营销基础、消费者行为、电子商务、国际市场营销、营销传播、销售管理和营销管理等。学生将学习营销及运营方面相关的实际技能和知识，以增加对外部营销环境的认识。市场营销专业文凭课程让学生在各种商业和与营销相关领域的学习上，奠定坚实基础。完成课程后，毕业生可在市场营销、广告、销售和相关行业追求多样化的职业机会，或者为继续深造做好充分准备。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective(Open) (Select Any Two) 公开选修 (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

MPU Courses 通识教育

Diploma in **Logistics Management**

物流管理专业文凭

R3/840/4/0034(A7838)07/27

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

The Diploma in Logistics Management offers a comprehensive approach to the practices of supply chain and logistics management. It encompasses essential areas of study, including transportation, inventory management, warehouse operations, and customer service, along with the effective management of logistics activities. The curriculum includes both classroom instruction and practical industrial attachment, ensuring that students gain hands-on experience in a real-world work setting. This industrial training component fosters a deeper understanding of the complexities and requirements of logistics management. The programme boasts a team of skilled educators and industry experts who guide students, enriching their educational journey. Upon completion of the programme, graduates will be positioned to thrive in roles within industries such as transportation, warehousing, distribution, inventory management, procurement, supply chain coordination and related industries, or to continue their education at an advanced level.

物流管理专业文凭课程涵盖供应链和物流管理实践的各个方面，包括运输、库存管理、仓库运营和客户服务，以及有效的物流活动管理。课程内容包括课堂教学及工业实习，确保学生在真实的工作环境中获得实践经验。完成课程后，毕业生可在交通运输、仓储、分销、库存管理、采购、供应链协调及相关行业等领域发挥所长，或继续深造。

Courses 课程

Compulsory 必修

- 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 主修

- 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

Elective (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any One) 公开选修 (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

Industrial Training 工业实习

MPU Courses 通识教育

Diploma in Financial Analysis

金融分析专业文凭

R3/0412/4/0015(A9222)12/28

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

The Diploma in Financial Analysis equips students with professionally benchmarked finance and investment knowledge. By strengthening the core foundation in finance and investment, it is hoped that students are well-prepared for future professional qualifications. The Diploma in Financial Analysis is regarded as one of the pioneer finance programme in the Southern Region of Malaysia. With years of historical track record and experience, the programme has grown from strength to strength, boasting a pool of dedicated lecturers from specialised disciplines and industrial backgrounds. Finance is a modern and fascinating discipline dealing with money, markets, valuation, and investment. Financial management is highly important and relevant to all aspects of business, personal, and professional planning.

金融分析专业文凭课程为学生提供专业标准的金融和投资知识。通过加强金融和投资的核心基础，希望学生能够为未来的专业资格做好充分准备。金融分析专业文凭被视为马来西亚南部地区金融领域的开创性课程之一。凭借多年的经验，该专业文凭课程不断壮大，拥有一批来自专业学科和工业背景的专业讲师。金融是一门现代且引人入胜的学科，涉及货币、市场、估值和投资。财务管理对于商业、个人和专业规划的各个方面都非常重要。

Courses 课程

Compulsory 必修

- Business Communication 商务沟通
- Business Finance 商业金融
- Business Law 商务法
- Computer Applications 电脑应用
- Corporate Finance 企业融资
- 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
- Macroeconomics 宏观经济学
- Management and Cost Accounting 管理和成本会计
- Microeconomics 微观经济学
- Principles of Investment 投资原则
- Quantitative Methods 定量方法
- Statistics 统计数据
- Communicative English 交际英语

Core 主修

- Business Ethics for Investment Profession 投资专业的商业道德
- Derivatives 衍生性金融产品
- Equity Investment Analysis 股权投资分析
- Financial Statement Analysis I 财务报表分析 I
- Financial Statement Analysis II 财务报表分析 II
- Fixed Income Investment Analysis 固定收益投资分析
- International Finance 国际金融
- Personal Finance 个人财务

Elective (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any One) 公开选修 (任选一科)

- Business Mathematics 商业数学
- Business Research Methods 商业研究方法
- 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 Relations 国际关系
- Introduction to Logistics Operations 物流运营简介
- International Marketing 国际营销
- Sales Management 销售管理
- General English 通用英语

MPU Courses 通识教育

Diploma in International Business

国际商务专业文凭

R3/0414/4/0376 (A5806) 06/30

Programme Duration: 2 Years 3 Months

Programme Introduction 课程介绍

This programme is specifically designed in response to the ever-evolving globalisation process and the dynamism of business in an international context. The programme emphasises both theoretical and practical aspects of global and cross-cultural business activities. Upon successful completion of the programme, students would have acquired sufficient knowledge, sensitivity, and competency towards international business opportunities.

本课程应运全球化及国际商业背景而设。该课程强调全球化和跨文化商业活动的理论和实践两方面编排。完成课程后，学生将获得足够的知识、敏锐性和能力，以应对国际商业机会。

Courses 课程

Compulsory 必修

- Business Communication 商务沟通
- Business Law 商务法
- Computer Applications 电脑应用
- Entrepreneurship 创业学
- E-Commerce 电子商务
- Financial Accounting I 财务会计 I
- Fundamentals of Management 管理基础
- Fundamentals of Marketing 营销基础
- Human Resource Management 人力资源管理
- Information Technology 信息技术
- Microeconomics 微观经济学
- Macroeconomics 宏观经济学
- Organisational Behaviour 组织行为学
- Statistics 统计数据
- Communicative English 交际英语

Core 主修

- Cross Cultural Management 跨文化管理
- Export Management for Small Business 小型企业出口管理
- International Business 国际商务
- International Economics 国际经济学
- International Finance 国际金融
- Introduction to Logistics Operations 物流运营简介
- International Marketing 国际营销
- International Relations 国际关系
- International Trade & Policy 国际贸易与政策

Elective (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Two) 公开选修 (任选两科)

- Business Mathematics 商业数学
- Consumer Behaviour 消费者行为
- Industrial Training 工业实习
- Personal Finance 个人财务
- Sales Management 销售管理
- General English 通用英语

MPU Courses 通识教育

Diploma in **Tourism Management**

旅游管理专业文凭

R/812/4/0149(MQA/FA8000)09/26

Programme Duration: 2 Years 4 Months

Programme Introduction 课程介绍

The Diploma in Tourism Management is distinctively designed to meet the exponentially rising needs of tourism and related industries, such as travel companies, tour operators, airlines, event management companies, recreation companies, and cruise ships.

The aim of this programme is to provide students with the necessary theoretical and practical knowledge in the field of tourism and hospitality management. This would allow students to either gain employment at a supervisory or junior management level in the tourism industry or to continue their studies at Bachelor's degree level in tourism or related fields.

旅游管理专业文凭课程旨在满足旅游及其相关行业（如旅行公司、旅游运营商、航空公司、活动管理公司、娱乐公司和游轮公司）指数级增长需求而设。

该课程目标是为学生提供旅游和酒店管理领域所需的理论和实践知识，以便学生在旅游行业获得具有意义的就业机会，或继续在旅游或相关领域攻读学士学位课程。

Courses 课程

Compulsory 必修

- Computer Applications 电脑应用
- Consumer Behaviour 消费者行为
- Financial Accounting I 财务会计 I
- Fundamentals of Management 管理基础
- Fundamentals of Marketing 营销基础
- Microeconomics 微观经济学
- Communicative English 交际英语

Core 主修

- Computer Reservation Systems 旅游预订系统
- Concept of Ecotourism 生态旅游概念
- Entrepreneurship for Tourism 旅游创业
- Food and Culture in Tourism and Hospitality Industry 旅游和酒店业的食物与文化
- Geography for Tourism and Travel 旅游与地理
- Introduction to Leisure and Recreation 休闲与娱乐简介
- International Tourism Business 国际旅游业务
- International Tour Planning Operations 国际旅游规划操作
- Introduction to Tourism and Travel Industry 旅游与旅行行业简介
- Local Tour Planning and Operations 国内旅游规划与操作
- Managing Guest Experience 宾客体验管理
- MICE 会展管理
- Tourism Destination Planning and Development 旅游目的地的发展与规划
- Tourism Promotion and Marketing 旅游推广与营销
- Transportation for Tourists 游客交通与运输
- Travel Agency Operations 旅行社运营
- Travel Ticketing 旅游票务

Elective (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) 公开选修

- Business Communication 商务沟通
- General English 通用英语

Industrial Placement 工业实习

MPU Courses 通识教育

Bachelor in **Accounting (Honours)**

会计（荣誉）学士学位

R2/0411/6/0152(MQA/FA2781)04/30

Programme Duration: 4 Years

Programme Introduction 课程介绍

The Bachelor in Accounting (Honours) 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 experiences 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会计知识、技能与特质的会计专业人士，以在商业与动态环境建立成功的职业生涯。此课程将会让学生拥有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，实习培训计划整合专业技能、价值观与道德观的培养，使毕业生能够在整个职业生涯成为称职的专业人士。

Courses 课程

Compulsory 必修

- 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 主修

- 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 财务会计
- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Three) 公开选修（任选三科）

- English Proficiency 优质英语
- 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 工业实习

MPU Courses 通识教育

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

R2/0419/6/0002(MQA/FA4715)09/29

Programme Duration: 3 Years

Programme 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 assist 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 programme 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、价值观和道德观的培养，使毕业生能够在未来的职业生涯中发挥所长。

Courses 课程

Compulsory 必修

- 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 主修

- 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 金融会计
- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective(Open) (Select Any Four) 公开选修（任选四科）

- English Proficiency 优质英语
- 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
- Human Resource Planning 人力资源规划

Industrial Training 工业实习

MPU Courses 通识教育

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

工商管理市场营销（荣誉）学士学位

R2/0415/6/0060(MQA/FA2807)05/28

Programme Duration: 3 Years

Programme Introduction 课程介绍

A Bachelor of Business Administration (Honours) in Marketing provides students with a comprehensive understanding of the dynamic field of marketing. This programme encompasses a wide range of courses, including advertising & promotions, e-marketing, green marketing, international marketing, marketing research and others. Students acquire both theoretical knowledge and practical skills to effectively analyze market trends, develop targeted marketing activities, and make informed decisions to drive business growth. Additionally, this degree serves as a strong foundation for further academic pursuits or advanced studies in business-related disciplines. Upon completion of the programme, graduates will be well-prepared to pursue diverse career opportunities in marketing, advertising, sales, and related industries, or to continue their education at an advanced level.

工商管理市场营销（荣誉）学士课程为学生提供对充满活力的市场营销领域的全面理解。此课程涵盖广告与促销、电子营销、绿色营销、国际市场营销、市场研究等。学生将获得理论知识和实际技能，以有效分析市场趋势，制定有针对性的营销活动，并做出明智的决策，推动业务增长。此外，此课程为进一步的学术深造或在与商业相关的学科上打下坚实基础。完成课程后，毕业生可在市场营销、广告、销售相关行业追求多样化的职业机会，或为深造做好充分准备。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective(Open) (Select Any Three) 公开选修（任选三科）

- English Proficiency 优质英语
- 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 工业实习

MPU Courses 通识教育

All entry requirements must comply with the Malaysian Qualifications Agency (MQA) program standards and are subject to the approval of our Senate.
所有入学要求需符合大马资格认证机构（MQA）的课程标准，并须经本校评议会批准。

Bachelor of **Business Administration** **(Honours) in Finance & Investment** 工商管理金融与投资（荣誉）学士学位

R2/0488/6/0246(MQA/FA2780)05/28

Programme Duration: 3 Years

Programme Introduction 课程介绍

The Bachelor of Business Administration (Honours) in Finance & 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，具备金融和投资所需的知识、技能和特质。此课程同时也为学生提供金融、投资和核心商业科目的坚实基础，并整合专业技能、价值观和道德观的发展，使毕业生能够在整个职业生涯中成为称职的专业人士。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Four) 公开选修（任选四科）

- English Proficiency 优质英语
- 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
- Current Affairs, News & Organisations 时事、新闻和组织
- Strategic Management 战略管理

Industrial Training 工业实习

MPU Courses 通识教育

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

工商管理旅游管理（荣誉）学士学位

R2/0414/6/0339 (MQA/FA5696) 07/30

Programme Duration: 3 Years

Programme 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. Graduates 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.

工商管理旅游管理（荣誉）学士学位旨在为学生提供旅游管理专业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层级别的工作，或在相关领域作为研究生继续深造。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Three) 公开选修（任选三科）

- English Proficiency 优质英语
- 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
- Current Affairs, News & Organisations 时事、新闻和组织

Industrial Training 工业实习

MPU Courses 通识教育

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

R2/0414/6/0343 (MQA/FA7111) 09/30

Programme Duration: 3 Years

Programme Introduction 课程介绍

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

工商管理人力资源管理（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技能。

Courses 课程

Compulsory 必修

- 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 主修

- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

Elective (Open) (Select Any Four) 公开选修（任选四科）

- English Proficiency 优质英语
- 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
- Current Affairs, News & Organisations 时事、新闻和组织

Industrial Training 工业实习

MPU Courses 通识教育

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

R/0734/6/0001(MQA/FA10491)02/29

Programme Duration: 3 Years

Programme 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. This will 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 future employment. Furthermore, they are also trained to obtain lifelong learning and problem solving skills particularly in the real estate management area.

物业管理学士（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。

Courses 课程

Compulsory 必修

- 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 主修

- 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
- Statutory Valuation 法定估价
- 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 (Core) 必选选修

- Basic Chinese / Chinese / 基础中文 / 中文

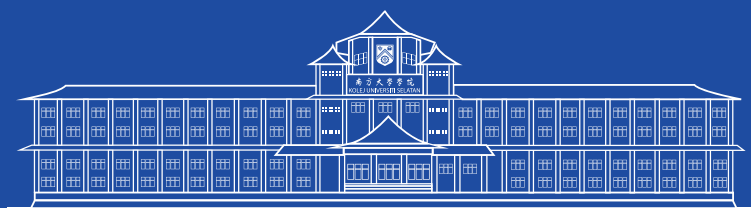
Elective (Open) (Select Any Four) 公开选修（任选四科）

- English Proficiency 优质英语
- 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
- Valuation of Specialised Properties, Plant & Machinery) 专业物业、厂房和机械的估值

Industrial Training 工业实习

MPU Courses 通识教育





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