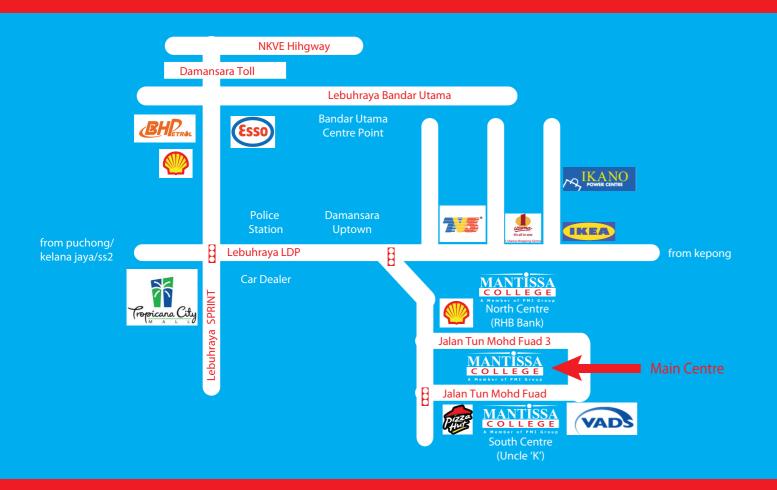
# **Location Map:**







School of Accountancy & Business



Bachelor of

**Business Administration** 

(KA 7982)



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## Introduction

The PGSM Business School Group, founded in 1975, is a private institution made up of four Business School Units (ESG, ESGCI, ESGF, ESGI), which are located on 5 campuses in the heart of Paris, with over 4,200 students and 22,000 PGSM Aumni. PGSM is rated top 3 business school in Paris.

### Learner's Outcome

- Provide students with high quality teaching and learning experiences that are relevant to accounting, business and management careers
- Develop subjects specific knowledge and understanding appropriate to business and management careers, including study of organizations, their management and the changing environment in which they operate
- Develope the capacity for critical analysis. evaluation and synthesis, through the application of knowledge to a wide range of situations
- Encourage creativity and develop appropriate research, communication and quantitative skills
- Prepare students for a career in business and management and progression to further study
- Develop ability to become autonomous learners and to reflect upon personal skill development, thus encouraging life-long learning

## **Entry Requirements**

- SPM / O-Level or equivalent 5 credits
- UEC 5 credits with Grade B
- STPM / A-Level with 2 full passes ('Lulus Penuh' only) / Foundation Programme
- Diploma in Business

### Intakes

January (March), May, August, (October)

### **Programme Structure**

- Study duration:
- Entry from SPM / o-Level or equivalent (4 years) 144 credits to be completed to obtain a Bachelor Degree in Business Administration, or
- Entry from Foundation Programme / STPM / A-Level / UEC (3 years)
- 3 semesters per year (2 semesters of 14 weeks each & 1 semester of 7 weeks per year)

### **Assesments**

- Year 1 year 4
- Quiz (10%), Mid term exam (20%), Assignment (20%), Final Exam (50%)

## **Career Opportunities**

- Administrative Manager
- Business Consultant
- Finance Manager

Event Manager

- Human Resource Manager Services Manager
- Investment Manager
- Management Consultant
- Market Research Analyst
- Marketing Manager
- and many more...



#### **Awarding Body**



www.business-school-pgsm.com

#### Year 1 / University Foundation (24 + 12 chrs)

Business English & Communication I • Introduction to Accounting • Introduction to Economics • Business Mathematics • College English I • Mathematics I • Mathematics II • Malaysia Language / Other Elective (For International Students)

Introduction to Computer & Applications • Principles of Marketing ^ • Microeconomis • College English II

#### Year 2 BBA Programme (36 chrs)

Accounting I \* • Accounting II\* • Statistics ^ • Business Ethics • Macroeconomics • International Marketing • Principles of Management • Introduction to International Business • Quantitative Business Methods I • Quantitative Business Methods II • Presentation & Writing Methods • Malaysia Study / Other Elective (For International Students)

#### Year 3 (36 chrs)

Advanced Management Practice • Business Financial Management I\* • Business Financial Management II • Human Resource Management • Information System Management • Management Decision Making • Marketing Strategies • Organizational Behavior • Business Law • Corporate Law • Small Business Administration • Islamic or Moral Study / Other Elective (For International Students)

#### Year 4 (36 chrs)

★ E-Commerce, Consumer Behavior, Operations Management^ , Strategic Management + 8 following core subjects

nnagement Major	Marketing Major	
Process for Business Major	Marketing Research	
siness Intelligence	Advertising and	
How to Set Up	Promotion	
	Brand Management	
rultural Management	Innovation & New Product Development	
	Diversity within Company  Negotiation Techniques  Marketing ir	Marketing in Service Sector
	B-2-B Marketing	
	Public Relations ///	
ent	Direct Marketing///	
s B	rocess for Business Major siness Intelligence	

- ★ Option for 3 month student exchanges to Paris with terms & conditions apply.
- <sup>6</sup> Credits earned , leading to UK Advance Diploma in Business studies from Institute of Financial Accountants (IFA).
- Credits earned, leading to Advance Diploma in Business from UK Society of Business Practitioners (SBP)