

Why Study with Us?

Affordable fees

- We offer competitive and affordable tuition fees

Innovative and interactive mode of learning

- Students will be exposed to active learning and e-learning methodologies in order to enable them to meet and surpass the needs of future education and employment

Career focus

- The curriculum is designed based on outcomes related to employability

Qualified academicians

- A very committed team will ensure the success of our students

Industrial exposure

- Strategic collaborations with various industry players
- Students will be exposed to real-life projects and industry-oriented learning through industry visits and guest lectures from industry experts

Financial assistance

- PTPTN
- EPF Withdrawal
- Scholarship

Accommodation

- Hostel facilities with free transportation

Location Map



DK-041(B)

Bachelor of Management

(BIM) (Honours) (OUM Franchise Programme)

N/345/6/0328 (MQA/PA2276) 07/18

Affiliate member of:



Introduction

This programme aims to meet the country's growing demand for professionals in management. The programme encompasses various facets of management as well as emerging disciplines of a global and technology-driven economy. In addition, the programme allows students to acquire in-depth knowledge in selected fields of management.

Students are required to complete 120 credit hours in order to graduate.

Programme Duration

3 years / 9 semesters

Intake

January / May / September

Application is accepted throughout the year.

Entry Qualifications

- i. Passed Sijil Tinggi Persekolahan Malaysia (STPM) / A Level with a minimum CGPA of 2.00 or obtained C Grade in 2 subjects; or
- ii. Passed Diploma in related field; or
- iii. Passed any Foundation Programme / Malaysian Ministry of Education's Matriculation Programme ; or
- iv. Other equivalent and recognized qualification from the Government of Malaysia

Tuition Fees

RM39,960

Core Courses

- Principles of Management
- Principles of Microeconomics
- Marketing Management I
- Financial Accounting
- Business Law
- Introduction to Communication
- Algebra and Function / Mathematics
- Marketing Management II
- Introduction to Psychology
- Principles of Macroeconomics
- Elementary Statistics
- Financial Management I
- Human Resource Management
- Organisational Behaviour
- Management Information System
- Financial Management II
- Principles of Corporate Communication
- Cross Cultural Management
- International Business
- Change Management
- Employee & Industrial Law
- Corporate Governance
- Research Methodology
- Strategic Management
- Career Planning & Development

Elective I

- Islamic Financial Management
- Bank Management

Elective II

- Consumer Behavior
- International Marketing

