



PROGRAMME DESCRIPTION

The Bachelor (Hons) in Business Administration program of Lincoln University College, Malaysia (LUC) is designed to help the students to acquire academic and technical skills, so that they can take up managerial roles in the future. LUC strives to provide the graduate students with adequate knowledge of business and in-depth knowledge of their subject areas. This learning will help the students to achieve success in the professional field. It is a comprehensive and well-structured program that allows students to enroll for distance learning courses, offers great convenience and flexibility, making it the ideal business undergraduate program.

The objectives of the course are aimed at:

1. Developing the skills and abilities required to exhibit strong leadership qualities and management abilities in a complex global and changing business environment by providing students with an understanding of the management disciplines of accounting & finance, marketing and managing people. Elective subjects can further extend this knowledge base to accommodate student interest and vocational needs.
2. Offering opportunities to explore modern aspects of Business Administration not previously considered and to broaden aspects that were covered in previous studies.
3. Developing a keen appreciation of some key theoretical concepts, major economic themes and significant current issues related to Business Administration.
4. Providing opportunities for practical appreciation and application of the Business Administration perspective for businesses in the Asian region.
5. Developing an awareness of the professional context as it will enable the graduates with Business Administration credentials to acquire information regarding the areas of employment.



PROGRAMME AIM

The aims for the proposed programme are as follows:

1. Ability to acquire knowledge in business and economics that will help the graduates to compete at the global level as managers and executives.
2. To produce proactive graduates, who are knowledgeable as well as aware about the current issues of business and economics.
3. To produce graduates with the capability to integrate and apply the latest technology in organizational management.
4. To contribute to the country's development by producing graduates that fulfill the requirement of both private and public sectors.
5. To allow the students to share their knowledge of business and economics with students of other schools in this university college, to produce well-prepared graduates.
6. To develop physical fitness, so that the students emerge as disciplined individuals.



PROGRAMME DURATION

Duration: 36 Months.



CAREER OPPORTUNITIES

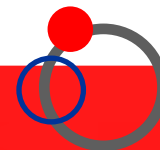
After completion of this course the students are expected to find jobs and work as

- Marketing Consultant.
- Business Advisory.
- Management Consultant.

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my



INTAKE AND ENTRY REQUIREMENTS

Intake: March, July, November

Entry Requirements:

- i. A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any two subjects and a pass in Mathematics and Bahasa Inggeris at Sijil Pelajaran Malaysia (SPM) level or any equivalent qualification; or
- ii. A pass in Sijil Tinggi Agama Malaysia (STPM) with a minimum grade of Jekyllid and a pass in Mathematics and English at SPM level; or
- iii. Any qualification equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); or
- iv. Matriculation/ Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

International students are required to achieve a minimum score of 5.5 for The International English Language Testing System (IELTS) Or its equivalent.



LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1.	Business English I
2.	Business Communication
Elective (Choose any one module from the following):	
3.	Islamic Civilization and Asian Civilization
4.	Malay Communication 3
5.	Principles of Management
6.	Introduction to Accounting
7.	Fundamental of Computer Principles & Programming
8.	Human Resources Management
9.	Principles of Marketing
10.	Internet Fundamental & Applications
11.	Entrepreneurship
12.	Business English II
13.	Sociology
14.	Business Organization
15.	Business Law
Elective (Choose any one module from the following):	
16.	Ethnic Relations
17.	Malaysian Studies 3
18.	Microeconomics
19.	Project Management
20.	Introduction to Financial Accounting
21.	Consumer Behavior
22.	Company Law
23.	E-Commerce
24.	Government and Public Policy Malaysia

Sl. No.	Subject Name
25.	Business Ethics
26.	Quantitative Methods
27.	Management Information System
28.	International Business Management
29.	Macroeconomics
30.	Leadership Skills and Human Relation
31.	Khidmat Masyarakat
32.	Organizational Behavior
33.	Production & Operation Management
34.	Retail Management (RM)
35.	Event Management
36.	Marketing Management
37.	Logistics and Supply Chain Management (LSCM)
38.	Target Economic Region
39.	Psychology
40.	Strategic Management
41.	Innovation Management for Global Competitiveness
42.	TQM and Six Sigma (TSS)
43.	Business Research Methods
44.	Marketing Research
45.	Multinational Enterprise
46.	Bachelor's Thesis

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