

## WHY CHOOSE UTM?

1. Strategically located in the Iskandar Development Region (IDR) and Ibrahim International Business District (IIBD).
2. Premier research university in Engineering & Technology in Malaysia.
3. Leading university in research, industry engagement and student employability.
4. Highly experienced and qualified lecturers.
5. State-of-the-art research facilities and eco-tourism campus.
6. Direct admission without going through UPU application process.
7. Affordable fees with availability of financial assistance.



## FACILITIES AND ACCOMMODATION

UTM provides comprehensive support services and facilities as listed below:

- Student Entrepreneurship
- Student Financial Aid
- Student Health Centre
- Student Welfare
- Student Working Scheme
- Transportation Service
- Counselling Services
- Cultural Unit
- Sports & Recreation
- Alumni



Apply online @ [space.utm.my](http://space.utm.my)

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School of  
Professional and  
Continuing  
Education  
(SPACE)



# BACHELOR OF **BUSINESS ADMINISTRATION** (INTERNATIONAL BUSINESS) WITH HONOURS

The world of business today is ripe for disruption. Gone were the days where one had to generate capital, scale their investment, and be present physically in order to be part of the action. Concepts such as the sharing economy, the platform economy, and the gig economy are becoming the norm, breaking conventional notions and perspectives of business. In addition, technological advances enable individuals to scale up their ventures from the start, bringing their enterprises to the world at a much faster rate.

The Bachelor of Business Administration (International Business) is an academic programme offered by Universiti Teknologi Malaysia (UTM). The programme provides individuals with current insights into the world of business and a glimpse into the future through a structured 4-year undergraduate curriculum. Through this programme, students study and learn about strategy and ethics, as well as gain insights into developing products and services across cultures and national borders.

Students from the Bachelor of Business Administration (International Business) will be pursuing their studies at the UTM Johor Bahru campus, the only Malaysian Public Research University located in the Iskandar Malaysia economic region. The university has close proximity to an international business environment; therefore, students have first-hand experience with current developments within the region. Students will also engage in active learning that reflects on the impact of regionalism, nationalism, and international change on enterprises and businesses.

The Bachelor of Business Administration (International Business) also offers flexibility to working professionals who are keen to upgrade and improve their skills, creating an excellent lifelong learning pathway for all.



Direct application to  
**UTM**



Scholarships offered \*  
*\*Term & conditions apply*



Full-Time  
Programme

### THE UTM BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS) FEATURES

Future-ready curriculum for uplifting graduate's skills and attributes to thrive in the gig economy world.

A dynamic programme with high flexibility towards changes and trends in the latest technology.

Fortifying the Fourth Industrial Revolution and Digital Economy through elements like big data and analytics.

Programme delivery approaches and practices innovative techniques (using 21st century teaching-learning methodologies).

## ENTRY REQUIREMENTS

CANDIDATE'S CATEGORY	MINIMUM REQUIREMENT	GENERAL REQUIREMENTS SPM & MUET
Malaysian Higher School Certificate (STPM)	Grade C (NGMP 2.00) for General Studies; AND Grade C (NGMP 2.00) for TWO (2) other subjects	Passed the Malaysian Certificate of Education (SPM/Equivalent) with at least a credit in Bahasa Melayu / Bahasa Malaysia  or a credit in Bahasa Melayu / Bahasa Malaysia July Paper;  AND  Obtained at least Band 2 in Malaysian University English Test (MUET)
Sijil Tinggi Agama Malaysia (STAM)	Jayyid Level	
MOE Matriculation/ Public Universities Foundation/ Private Universities Foundation or Equivalent	CGPA≥2.00	
Diploma or equivalent	Obtained a Diploma or any other equivalent qualification recognized by Malaysian Government and approved by the University Senate	
Accreditation of Prior Experiential Learning, APEL (C)		

## SYNOPSIS PROGRAMME

Through this programme, students learn about strategy and ethics as well as gain insights into developing products and services across cultures and national borders.

They will also be equipped with updated knowledge and industry-driven foresight to operate in an international business environment.

At the end of the programme, undergraduate students can initiate their own start-ups, enabling them to work in cosmopolitan corporations or be trendsetters in global industry.

## CAREER OPPORTUNITIES

- International Business Consultant
- Global Marketing Manager
- International Sales Manager
- International Trade Specialist
- Global Supply Chain Manager
- International Finance Analyst
- International Business Development Manager
- Management Consultant
- Human Resource Manager
- Marketing Manager
- International Entrepreneur
- Trade Compliance Officer
- Import Manager
- Operations Manager
- Sales Manager



## FEE STRUCTURE \*the total payment fees are excluding hostel fees

	MALAYSIAN STUDENTS		
	REGISTRATION FEES	TUITION FEES/ SEMESTER	TOTAL FEES
UTM DIPLOMA AND FOUNDATION GRADUATE	RM 1,350.00	RM 2,950.00	RM25,070.00
NORMAL STUDENT	RM 1,350.00	RM 4,045.00	RM33,710.00
	INTERNATIONAL STUDENT		
	REGISTRATION FEES	TUITION FEES/ SEMESTER	TOTAL FEES
NORMAL STUDENT	RM 9,452.00	RM 9,465.00	RM75,720.00

\*\* The University reserves the right to revised the discount without prior notice.  
\* Discounted fee since Semester 1 2019/2020 session.