



Bachelor of Business  
Administration (Hons) in

# Management and Entrepreneurship

(KPT: N/0414/6/0424) (MQA/PA 18387)



# WHY CHOOSE THIS PROGRAMME?

## Experienced Faculty and Mentors

Learn from distinguished management experts with extensive industry and academic experience. Our lecturers include industrial experience who hold master's degrees and globally recognized professional certifications, ensuring students gain practical strategic insights, leadership competencies, and evidence-based management knowledge essential for today's dynamic business environment.

## Strategic Industry Partnerships

ALAM partners with leading organizations and global industry players to provide students with meaningful exposure to real-world management practices. Through partnerships with established companies such as MISC, students gain valuable experience via internships, industry projects, and practical training designed to strengthen their managerial competencies and professional readiness.

## Comprehensive Academic and Career Pathways

ALAM offers well-structured academic programmes from diploma to upcoming degree levels in management areas, providing clear and progressive routes for students to advance their qualifications. These pathways are designed to equip future ready managers with the competencies needed for higher professional certifications and leadership roles in the industry.

## Modern Campus and Supportive Environment

A contemporary learning environment equipped with state-of-the-art facilities, dedicated academic support, and structured mentoring programmes that nurture their leadership competencies. The vibrant and professional campus community encourages collaboration, leadership development, and holistic growth, ensuring students excel both academically and personally in their studies.

## High Employability Rate

ALAM graduates are highly sought by employers after they graduate by well-known organisations. With their strong skills in management training, analytical skills, and ability to adapt to dynamic business environments. These provide solid foundation in managerial practices, problem-solving, and professional readiness.

## International Professional Bodies

ALAM's programmes are aligned with standards set by reputable international professional bodies, ensuring that graduates meet globally recognised standards. Through collaborations, memberships, and pathways to professional certifications, students gain access to international networks, industry best practices, and enhanced credibility that supports their career progression in the global landscape.

## Focus on Innovation and Sustainability

ALAM embeds innovative practices and sustainability principles across its academic programmes, preparing students to address emerging challenges in leadership, strategic decision-making, and sustainable organisational development. This approach equips future ready managers to drive positive environmental, social, and economic impact within modern business environments.

## Global Alumni Network

To connect with a strong community of professionals who hold influential positions across various industries worldwide. This global network provides valuable career connections, mentorship opportunities, and professional insights that support graduates in advancing their careers.

## Committed to Excellence

Mission to develop future leaders, ALAM continuously strengthens its curriculum, research initiatives, and industry links to remain at the forefront of education. This commitment ensures that students receive current, relevant, and high-quality learning experiences that prepare them for leadership roles in a competitive global environment.

## Strategic Location for Industry Engagement

ALAM is situated in a central location within Peninsular Malaysia close to major cities such as business and commercial hubs, offering convenient access to thriving economic activities, corporate networks, and industry opportunities that enrich their learning and professional development.





## PROGRAMME OVERVIEW

Bachelor of Business Administration (Hons) in Management and Entrepreneurship is in collaboration with Universiti Kuala Lumpur (UniKL). It is well-aligned with field of study of Faculty of Maritime Management (FMM) of ALAM. Covering aspects such as organizational behaviour, strategic management, marketing management, finance & accounting, supply chain management, business communication & statistics and entrepreneurship. This degree ensures that graduates acquire a well-rounded skill set essential for success in various roles within management and entrepreneurship.

### Study Pathways

Pursue a Master's degree in areas such as Business Administration, Management, Entrepreneurship, Human Resource Management, Finance, Marketing, or other related fields, both locally and internationally.

Pursue certifications from recognized professional bodies such as the Chartered Management Institute (CMI), Chartered Institute of Marketing (CIM), Association of Business Executives (ABE), or other relevant organizations in the field of management and business.

# Programme Structure

## Year 1

### SEMESTER 1

Writing for Academic Purposes

Principles of Management

Business Communication

Principles of Economics

Business Mathematics

Financial Accounting

### SEMESTER 2 (Short Semester)

Kursus Integriti dan Anti-Rasuah 2 /  
Isu-isu Kontemporari Muslim di Malaysia /  
Culture and Lifestyle in Malaysia (MPU-U3)

National Requirement (MPU-U4)

Creative Problem Solving

Foreign Languages 1

### SEMESTER 3

Penghayatan Etika dan Peradaban /  
Bahasa Melayu Komunikasi 2 (MPU-U1)

Organisational Behaviour

Marketing Management

Business Statistics

Entrepreneurship

Finance 1

## Year 2

### SEMESTER 1

Business Ethics and Corporate Governance

Management Information System

Human Resource Management

Technopreneurship

Business Law

Finance 2

### SEMESTER 2 (Short Semester)

Falsafah dan Isu Semasa /  
Philosophy and Current Issues (MPU-U1)

Isu-isu kontemporari Muslim /  
Culture and Lifestyle 2 /  
Innovation Management (MPU-U2)

Entrepreneurship and Digital Commerce

Foreign Languages 2

### SEMESTER 3

Business Research Methods

Supply Chain Management

Social Entrepreneurship

Digital Marketing

Business Plan

Elective 1

## Year 3

### SEMESTER 1

Franchise Business Management

International Entrepreneurship

Management Accounting

Strategic Management

Leadership

Elective 2

### SEMESTER 2 (Short Semester)

Elective 3

Elective 4

Seminar

### SEMESTER 3

Industrial Training

**Duration of Study**  
**3-Years (9 Semesters)**





## Career Opportunities

**BUSINESS EXECUTIVE**

**ADMINISTRATIVE OFFICER**

**MANAGEMENT EXECUTIVE**

**BUSINESS PLANNING  
EXECUTIVE**

**HUMAN RESOURCE  
EXECUTIVE**

**BUSINESS ANALYST  
(STATISTICS)**

**SUPPLY CHAIN EXECUTIVE**

**BUSINESS ADMINISTRATOR**

**BUSINESS DEVELOPMENT  
EXECUTIVE**

**MARKETING EXECUTIVE**

**OPERATIONS EXECUTIVE**

**CORPORATE PLANNING  
EXECUTIVE**

**FINANCE EXECUTIVE**

## Minimum Entry Requirements

i	A Pass in STPM with at least Grade C (GP 2.0) in any TWO subjects*	OR	ii	A pass in STAM with at least Grade Jayyid*
OR		OR		
iii	Matriculation or Foundation with at least CGPA of 2.00	OR	iv	A Diploma (Level 4, MQF) with at least CGPA of 2.00
OR		OR		
v	An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00	OR	vi	A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HEP Senate / Academic Board's approval***
OR		OR		
vii	A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to HEP Senate / Academic Board's approval***	OR	viii	Other equivalent qualifications recognised by the Malaysian Government.

Note for (vi) & (vii): The HEPS are to conduct screening & provide necessary guidance specific to the discipline of the programme.

Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications.  
(Refer to the Notes (\*) below this table).

International students are required to achieve a minimum **Band 3 in MUET** OR equivalent to **CEFR (Low B2)\*\***

### NOTES

*	<b>A pass in Mathematics and English at SPM level or equivalent qualifications</b> (English subject requirement does not apply to international students since they are required to meet certain scores of international English examinations and privileged with certain exemptions)	Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.  Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement  Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.
**	Refer to Surat JPT GS 1000-630(41), 9th December 2019 - <i>Syarat Kompetensi Bahasa Inggeris Kepada Pelajar Antarabangsa</i> for equivalent English language assessments and score.	
***	For Public Universities: Refer to Surat JPT.S(BPKP)2000/400/04/01 Jld.5 (53), 20th November 2019 - <i>Pindaan syarat kelayakan minimum (Syarat am) Diploma TVET (DKM, DLKM, DVM) sebagai syarat kelayakan masuk ke program Ijazah Sarjana Muda di Universiti Awam (UA).</i>	
	For Private Higher Educational Institutions: Refer to Surat JPT/GS 1000-606 Jld. 2(23), 21st April 2020 - <i>Kemasukan Pelajar Lulusan Diploma Kemahiran Malaysia (DKM), Diploma Lanjutan Kemahiran Malaysia (DLKM) dan Diploma Vokasional Malaysia (DVM) ke Peringkat Sarjana Muda (Tahap 6 MQF) atau yang setara dengannya di Institusi Pendidikan Tinggi Swasta.</i>	

## Entry Requirements for English Competency (International Students)

English Competency	Types of Examination	CEFR Low B1	CEFR Mid B1	CEFR High B1	CEFR Low B2	CEFR Mid B2	CEFR High B2
MUET	MUET	B3.0		B3.5	B4.0		B4.5
IELTS	IELTS / IELTS Online	4.0	4.5	5.0	5.5	6.0	6.5
TOEFL	TOEFL iBT	30-31	33	40	46	60	79
	TOEFL Essential (Online)	5	6.5	7.5	8	8.5	9.5
Pearson Test of English	PTE Academic / PTE Academic (Online)	36	43	47	51	59	63
Cambridge English Qualifications & Test	(i) B1 Preliminary, B2 First, B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency	140	147	154	160	169	176
	(ii) Linguaskill Online						
	(iii) Occupational English Test (OET) (Conventional / Online)	-	-	-	200	250	300
ELS	Certified Intensive English Programme Level (CIEP Level)	160		107	108	109	

### Academic Partners



### Awards & Accreditations



MINISTRY OF HIGHER EDUCATION



**Akademi Laut Malaysia** DK012(M)  
Batu 30, Kampung Tanjung Dahan,  
78200 Kuala Sungai Baru, Melaka

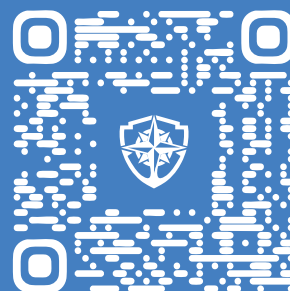
+606 388 2377

+6017 272 2022

Akademi Laut Malaysia

[www.alam.edu.my](http://www.alam.edu.my)

## Your Maritime Future



SCAN HERE FOR  
MORE INFORMATION