

**new** **BACHELOR OF BUSINESS  
(HONOURS) DIGITAL ENTERPRISE  
MANAGEMENT**



new

# BACHELOR OF BUSINESS (HONOURS) DIGITAL ENTERPRISE MANAGEMENT

The Bachelor of Business (Honours) Digital Enterprise Management is a cutting-edge degree that combines both management and digital enterprise courses. It will give you a powerful skillset in today's competitive business world.

This programme prepares students to succeed in the technology-driven environment with critical knowledge and skills such as entrepreneurship using data analytics and digital transformation technologies to manage successful businesses, and to give you a unique professional advantage.

## Career opportunities

Business Process Consultants, Entrepreneurs, Marketing Specialist, Entrepreneur, Management Consultant, Operations Research Analyst, Association Manager

## Offered at

INTI International University  
(N/0414/6/0019)(08/27)(MQA/PA15940)

## Intake (s)

JAN, MAY & AUG

## Duration

3 Years

## Programme structure

### Common Core Modules

- Analytics for Business
- Business Accounting
- Business Communication
- Business Ethics
- Economic Principles and Issues
- Entrepreneurship
- Financial Management
- Human Resource Issues and Strategies
- Information Management
- International Business
- Marketing Principles
- Operations Management
- Organisational Behaviour Management
- Strategic Management

### Discipline Core Modules

- Advanced Financial Decision Making
- FINTECH
- Freight Transportation
- Global Logistics Management
- International Trade Finance
- Managing Innovation and Change
- Marketing and Sales Management
- Service Marketing
- Training and Development

### Specialisation Modules

- Business Plan
- Coaching and Consultancy for Entrepreneurship
- Creativity and Innovation in Entrepreneurship
- Digital Entrepreneurship
- Entrepreneurship Lab
- Financing for Entrepreneurship
- Small Business Management
- Technology Entrepreneurship

## MPU Subjects

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Community Service
- Corporate Social Responsibility
- Design Thinking
- Philosophy and Current Issues

## ENTRY REQUIREMENTS

- STPM
  - Pass STPM with minimum Grade C (CGPA 2.0) in any TWO subjects including a pass in Mathematics and English at SPM level or equivalent qualifications
- A-Level
  - Pass A-Level with 2Ds
- Unified Examination Certificate (UEC)
  - 5 subjects at grade B including a pass in Mathematics and English OR a pass in SPM Mathematics and English
- Foundation
  - Matriculation / Foundation Certificate from any Higher Education Provider (HEP) recognised by the Ministry of Education or Malaysian Government with CGPA 2.0
- SACE International
  - 5 subjects with ATAR of 55
- New South Wales Higher School Certificate
  - 10 units with ATAR of 55
- Canadian Pre-U (CPU)
  - 6 passes with an average of 55
- Tertiary Entrance Examination (TEE)
  - 4 or 5 subjects with ATAR of 55
- Australian Year 12
  - TER/UAI/ENTER 55
- Diploma
  - Diploma in the relevant field from other institutions recognised by the Malaysian Government with CGPA  $\geq$  2.00
- Others
  - Any other equivalent qualification that is recognized by the Malaysian Government

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