

INSPIRING LIVES. WIDENING HORIZONS.



**BERJAYA  
Business  
School**



**BE A CUT  
ABOVE IN THE  
WORLD OF  
BUSINESS**

**BE BERJAYAN, BE SAVVY.**

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Discern yourself from the rest,  
acquire the mindset and insights  
required for global business and  
management success.

# Be Savvy

Let business excellence be your trademark wherever you go.

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The world of business is at once exciting and challenging, and for those wanting to traverse it successfully, they ought to be prepared both intellectually and practically. Whether the desire is to serve within a global conglomerate or as a self-starting entrepreneur, being equipped with the mindset and insights that lead to real-world business and management success is critical.

Change is the only constant, and in today's world, change is happening faster than ever before. Therefore, just being academically excellent will not suffice to equip any young aspiring professional to excel in the business world of the future.

## At BERJAYA Business School

We ensure that our students are equipped with both key foundational knowledge, as well as the ability to creatively and effectively respond to real-world business and management issues.

We do this by constantly exposing them to actual business practices and seasoned industry professionals that challenges them to proactively develop their ability to assess, think and respond both critically and creatively in any situation, and even under pressure.

Additionally, being exposed to this level of experiential learning throughout their entire duration as a student here also invariably develops other key criterion for any kind of success, self-confidence and personal leadership.

It is our guiding philosophy and practice to bring out the best in every young aspiring business professional so that they will each raise business standards and be an invaluable asset wherever they go.

This is why BERJAYA Business School graduates are distinctive and much sought-after even before they graduate.

If a distinctive career as a highly-sought after business professional is what you desire, enroll now and let Berjaya Business School be your launch pad!

# The Berjayan Advantage

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## **Berjaya Immersion Methodology**

In line with our philosophy of providing experiential learning, BERJAYA Business School's Immersion Methodology ensures that exposure to real-world industry practices and professionals are prioritised as a key learning method for our students. From sessions with internationally-renowned guest lecturers, to participating in real-world events and business activities, our students are awarded the privilege to learn hands-on in exclusive environments for optimum personal development at their craft.

## **Global Business Connections**

Supported by Berjaya Corporation Group of Companies and global connections, our students enjoy the opportunity to be placed in prestigious internships and first job priority status for work placements around the world spanning a range of industries, from hospitality, to retail, to global business development, and more.

## **Five-Star City Campus**

To be the part, one must be trained to act the part. That is why Berjaya Business School is located in the heart of Malaysia's bustling commercial city, Kuala Lumpur, within one of its thriving shopping centers, Berjaya Times Square. Immersed within our city campus equipped with five-star business facilities and easy access to a variety of businesses, our students are exposed to real-world work environments that act as a live lab supporting their development as business professionals.

## **Academic Team**

Our school has a strong, experienced and passionate academic team who are not only highly-qualified lecturers, but also leaders and pioneers in this exciting industry. Our students gain from their repertoire of industry experiences and invaluable guidance that accords them a competitive edge through real-world industry insights.



## Be A Part Of An Award Winning University College

BERJAYA University College received these awards in 2017.



World Gourmet Summit  
Awards of Excellence

**HOSPITALITY  
INSTITUTION OF THE YEAR  
(REGIONAL)**

March 27, 2017, Singapore



Kuala Lumpur  
Mayor's Tourism Awards

**GOLD AWARD  
FOR  
EDUCATION TOURISM**

May 23, 2017



**CERTIFIED IN  
2019**

## BERJAYA Business School Professional Affiliations



**MAICSA**

# Our Strength, Your Future



Supported by the Berjaya Corporation Group of Companies, BERJAYA Business School students have the opportunity to gain immediate career advancements upon graduation by leveraging on our Group's global connectivity.



# What Our Students Say

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"The pursued of my MBA has been my personal goal. I chose the MBA programme at BERJAYA UC because I believe in the quality of the programme. I was able to enroll in the programme and continue to work full-time. BERJAYA UC'S MBA has pushed me out of my comfort zone and challenged me to go beyond what I previously thought was my academic limit. I can honestly say that it has been a challenging, yet very rewarding experience".



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**Suresh Raj Muhmurti**  
Master of Business Administration (MBA)



"Studying in BERJAYA UC, I feel I can gain more from a small class compared to a class of hundreds students. The lecturers are able to focus on individual students' grasp of the topic. They frequently encourage class interactions which in turn provide us with better explanation and understanding of the subjects we are studying."

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**Tor Hooi Jia**  
Bachelor of Business Management (Hons)

"I was offered a scholarship by Berjaya Philippines Foundation. As an international student, I had the chance to meet and befriend many classmates from different countries and cultures. It encourages us in learning to listen and communicate with each other. This is a good experience to prepare us for our future career in the industry of retailing."

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**Cyril Albancia Misare**  
Diploma in Retail Management



# Foundation in Commerce

(R/010/3/0069) (04/22) (MQA/FA 1483)

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The Foundation in Commerce is for individuals who would like to have a strong foundation in business studies, prior to pursuing higher level qualifications in a University or College. The programme is also suitable for students who wish to acquire the essential vocational skills and competencies to qualify them for entry-level positions in a wide range of business organisations.

## Why choose this programme?

This programme prepares you for entry into university level studies in business, and gives you a glimpse of academic life in universities and the requisites to succeed in it.

Courses are carefully designed and selected to equip students with the appropriate knowledge and skills to allow them to adjust to university life.

## What can you expect from this programme?

The programme covers fundamental principles of Business Management including the following core courses:

- **Computer Applications**
- **Business Mathematics**
- **Accounting**
- **Service Operations Management**
- **Language**

It contains a combination of relevant technical knowledge which allows students to assess their suitability for degree-level programmes.

## PROGRAMME STRUCTURE

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- Business Mathematics
- Develop Critical Thinkers
- English for Foundation Studies I, II & III
- Essentials of Accounting
- Essentials of Service Operations
- Fundamentals of Marketing
- Introduction to Commercial Studies
- Introduction to Finance
- Introduction to Mathematics and Statistics
- Learning Computer Applications
- Managing People and Organisations
- Principles of Economics
- University Life & Study Skills





## ENTRY REQUIREMENTS

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- SPM / O-Levels with a minimum of 5 credits (5 C's).
- UEC with a minimum of 3 B's.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia.

**Note :**

*Students intending to pursue Bachelor in Accounting and Finance (Hons) are required to obtain credit in Mathematics and pass in English.*

## INTAKES

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January, May and September

## DURATION

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1 year (3 trimesters)



# Diploma in Business Management

(R/345/4/0174) (04/22) (MQA/FA 1768)

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The Diploma in Business Management is for individuals who wish to have a broader career choice in business management. It is also suitable for aspiring entrepreneurs who wish to acquire the basic knowledge and skills, as well as the right attitude, to successfully set-up and manage a small business. This programme equips students with fundamental theories, techniques and soft skills to prepare them for entry-level and supervisory positions in the business and corporate world.

## Why choose this programme?

The programme's holistic design provides students with complete and all-round development of essential skills and traits in business. The courses are carefully selected and balanced to contribute to students' overall learning and personal development. You will be equipped with the basic knowledge and skills in business that allow you to deal and relate to fundamental business issues.

## What can you expect from this programme?

This programme is designed to prepare you for technical and entry-level positions in a wide range of businesses, and contains an appropriate amount of academic rigour to allow you to pursue higher qualifications in the field of business and management. The core courses for this programme include:

- **Human Resources**
- **Management**
- **Marketing**
- **Accounting**
- **Finance and Business Law**

It also offers electives in business-related disciplines to allow students to focus learning towards their personal interests. This programme is suitable for students who wish to have broader career options.

## PROGRAMME STRUCTURE

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### YEAR 1

- Accounting 1
- Business Statistics
- Computer Applications
- English for Academic Purposes
- Essential Mathematics for Business
- Macroeconomics
- Management
- Microeconomics
- Personal Development Skills
- Team Development Skills
- Professional Development Skills
- Principles of Marketing

### YEAR 2

- Accounting 2
- Cross Culture Management
- E-Commerce
- Entrepreneurship Development
- Fundamentals of Finance
- Inventory Management
- Introduction to Organisational Behaviour
- Legal Aspects for Business
- Managing People in the Service Industry
- Service Management
- Supply Chain Management
- Elective 1, 2 & 3



## ENTRY REQUIREMENTS

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- SPM / O-Levels with a minimum of 3 credits (3 C's).
- UEC with a minimum of 3 B's.
- SKM Level 3 in a related field with SPM minimum 1C.
- Certificate (MQF Level 3) with a minimum CGPA 2.0.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia.

## INTAKES

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January, May and September

## DURATION

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2 years

## COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

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- Malaysian Studies 2 / Bahasa Melayu Komunikasi 1
- Moral Education
- Thinking Skills
- Community Service



# Diploma in Retail Management

(R/341/4/0037)(09/19)(A 9871)

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The Diploma in Retail Management programme is for individuals who wish to acquire intermediate or supervisory qualifications in retail, or those who are interested in owning or managing a retail business. The programme introduces you to the operations and activities of various sectors: fashion apparel and accessories, food, consumer goods, travel, tours and others.

## Why choose this programme?

This programme equips you with the appropriate knowledge and skills to become a specialist in the retail industry. The courses in this programme are carefully selected, designed and delivered by industry professionals to give you an actual feel of current trends in the retail industry.

## What can you expect from this programme?

This programme exposes you to the relevant processes, technologies and trends of managing retail businesses. It covers highly specialised courses:

- Visual Merchandising and Display
- Retail Security and Loss Prevention
- Retail Store Management and Operations
- Retail Advertising and Promotions
- Supply Chain Management
- Merchandise Mathematics for Retailing

## PROGRAMME STRUCTURE

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### YEAR 1

- Management
- Computer Applications
- English for Academic Purposes
- Introduction to Retailing
- Introductory Economics
- Retail Store Operations
- Accounting
- Merchandise Mathematics for Retailing
- Customer Service
- Personal Development Skills
- Team Development Skills
- Professional Development Skills
- Principles of Marketing
- Managing People in the Service Industry

### YEAR 2

- Legal Aspects for Business
- Retail Security and Loss Prevention
- E-Commerce
- Visual Merchandising and Display
- Advertising and Promotion in Retail Environment
- Customer Relationship Management
- Entrepreneurship Development
- Retail Shoppers' Behaviour
- Retail Store Management
- Supply Chain Management
- Inventory Management
- Internship



## INTERNSHIP

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You will undergo a trimester of comprehensive training in the internship programme. It has been especially designed to give you an intensive hands-on learning experience within a challenging work environment.

## ENTRY REQUIREMENTS

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- SPM / O-Levels with a minimum of 3 credits (3 C's).
- UEC with a minimum of 3 B's.
- SKM Level 3 in a related field with SPM minimum 1C.
- Certificate (MQF Level 3) with a minimum CGPA 2.0.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia.

## INTAKES

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January, May and September

## DURATION

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2 years inclusive of a 16-week internship

## COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

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- Malaysian Studies 2 / Bahasa Melayu Komunikasi 1
- Moral Education
- Thinking Skills
- Community Service



# Bachelor of **Business Management (Hons)**

(R/345/6/0125)(11/21)(MQA/FA 1133)

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The Bachelor of Business Management (Hons) programme prepares you to work in a management position within an ever-changing business environment. This is where advanced technology and multicultural settings occupy an increasingly important place in the daily lives of companies. The programme will enable you to develop your knowledge of Business and Management, while integrating valuable practical skills in marketing, human resource management, financial management, project management and strategic decision-making.

## **Why choose this programme?**

Everyone needs a business education. Whatever you do in your professional life, it will most probably involve some business decisions. Scientists, engineers, even artists, will inevitably have to understand at least the basics of business.

This programme equips you with appropriate analytical, diagnostic and problem solving tools commonly used in business today. It is designed to prepare students for future supervisory and managerial roles in a wide range of businesses and is suitable for students who wish to have broader career options.

## **What can you expect from this programme?**

The programme covers a broad course base such as the business environment, operations management, and key management theories.

You will widen your knowledge in accounting, finance and marketing, extend your understanding of management information systems and have the opportunity to develop your entrepreneurial skills.

The courses covered in this programmes includes:

- **Business Environment**
- **Operations Management**
- **Key Management Theories**
- **Accounting and Finance**
- **Marketing**
- **Information System**
- **Entrepreneurship**

### Specialisations

- **International Business**
- **Marketing**
- **Human Resource Management**
- **Events Management**
- **Finance**
- **Retail Management**
- **Tourism Management**
- **Logistics and Supply Chain**



## PROGRAMME STRUCTURE

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### YEAR 1

- Accounting
- Fundamentals of Management
- Introduction to Finance
- IT Applications
- Legal Aspects for Business
- Macroeconomics
- Mathematics for Business
- Microeconomics
- Principles of Marketing
- Personal Development Skills
- Team Development Skills
- Professional Development Skills

### YEAR 2

- Business Statistics
- Customer Relationship Management
- Consumer Behaviour
- Financial Management
- Human Resource Management
- Operations Management
- Organisational Behaviour
- Management Information Systems
- Elective 1, 2, 3 & 4

### YEAR 3

- Corporate Strategy
- Entrepreneurship
- Leading in a Global Environment
- Research Methodology
- Project
- Project Management
- International Business
- Internship

## INTERNSHIP

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You will undergo a trimester of comprehensive training in the internship programme. It has been especially designed to give you an intensive hands-on learning experience within a challenging work environment.

## ENTRY REQUIREMENTS

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- STPM with a minimum CGPA of 2.0 and a pass in SPM Mathematics and English.
- A-Levels with a minimum of 2 principal passes.
- UEC with a minimum of 5 B's and a pass in Mathematics and English.
- Foundation / Matriculation with a minimum CGPA of 2.0.
- Diploma with a minimum CGPA of 2.0.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia will be considered on a case-by-case basis.

## INTAKES

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January, May and September

## DURATION

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3 years inclusive of a 16-week internship

## COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

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- Malaysian Studies 3 / Ethnic Relations
- Bahasa Melayu Komunikasi 2 / Islamic Civilisation and Asian Civilisation
- Academic Writing Skills
- Professional Ethics
- Social Responsibility

# Bachelor of Retail Management (Hons)

(R/341/6/0035)(09/19)(A 9762)

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The Bachelor of Retail Management (Hons) programme aims to provide you with the opportunity to practise and develop skills and knowledge highly valued in the retail sector. It is designed to provide students with a comprehensive understanding of the theoretical and practical aspects of Retail Management.

## Why choose this programme?

There are many positive benefits that a retail career offers: it provides an interesting, exciting and rewarding lifestyle, and a varied career path that suits your personality, hobbies and interests. "9 of the world's 25 wealthiest people are retail moguls" (Forbes Magazine, 2012).

This programme exposes you to various retail areas to give you an understanding of the complexities involved in managing both large and small scale retail businesses.

## What can you expect from this programme?

This programme provides you with core business and management courses combined with retail-related components:

- E-Commerce
- Contemporary Issues in Retail
- Legal Aspects for Business
- Entrepreneurship Development
- Buying and Merchandising Decisions
- Retail Loyalty and Events
- Store Operations
- Retail Location Analysis







## PROGRAMME STRUCTURE

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### YEAR 1

- Accounting
- Fundamentals of Management
- Introduction to Finance
- IT Applications
- Legal Aspects for Business
- Macroeconomics
- Mathematics for Business
- Microeconomics
- Personal Development Skills
- Team Development Skills
- Professional Development Skills
- Principles of Marketing
- Principles of Retailing

### YEAR 2

- Business Statistics
- Buying and Merchandising Decisions
- Consumer Behaviour
- E-Commerce
- Human Resource Management
- Loss Prevention in the Retail Business
- Managing Retail Operations
- Retail Advertising and Promotion
- Retail Location Analysis
- Organisational Behaviour
- Supply Chain Management

### YEAR 3

- Retail Loyalty and Events
- Research Methodology
- Project
- Entrepreneurship
- Contemporary Issues in Retail
- Elective 1,2, 3 & 4
- Internship

## INTERNSHIP

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You will undergo a trimester of comprehensive training in the internship programme. It has been specifically designed to give you an intensive hands-on learning experience within a challenging work environment.

## ENTRY REQUIREMENTS

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- STPM with a minimum CGPA of 2.0.
- A-Levels with a minimum of 2 principal passes.
- UEC with a minimum of 5 B's.
- Foundation / Matriculation with a minimum CGPA of 2.0.
- Diploma with a minimum CGPA of 2.0.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia will be considered on a case-by-case basis.

## INTAKES

---

January, May and September

## DURATION

---

3 years inclusive of a 16-week internship

## COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

---

- Malaysian Studies 3 / Ethnic Relations
- Bahasa Melayu Komunikasi 2 / Islamic Civilisation and Asian Civilisation
- Academic Writing Skills
- Professional Ethics
- Social Responsibility

# Bachelor in Accounting and Finance (Hons)

(N/344/6/0437) (01/21) (MQA/PA 7590)

The Bachelor in Accounting and Finance (Hons) programme provides students with vast knowledge in accounting and finance; enabling them to compete effectively in the complex world of accounting and finance. This programme is very industry-focused with a unique learning pedagogy – The Immersion Methodology.

## Why choose this programme?

This programme provides graduates with excellent job prospects as accountants and finance professionals that is needed anywhere and in any industry. An Accounting & Finance degree provides a broad spectrum of knowledge in both subject matter and this skill is very much sought-after in the world of finance and business.

## What can you expect from this programme?

Students acquire vital knowledge through financial accounting and reporting, auditing, taxation, financial planning & wealth management, corporate financial theory, Islamic finance & banking, risk management, statistics and more.

The courses taught in this programme are designed to enhance students' learning experience and to prepare them for a dynamic and robust industry in accounting & finance.



## PROFESSIONAL AFFILIATIONS

Upon completion of the programme, graduates will be able to gain maximum exemptions from recognised international professional bodies.



**9 PAPERS** exemptions  
out of **13 PAPERS**



**7 PAPERS** exemptions  
out of **16 PAPERS**



**6 PAPERS** exemptions  
out of **12 PAPERS**

**MAICSA**

**12 PAPERS** exemptions  
out of **16 PAPERS**

## PROGRAMME STRUCTURE

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### YEAR 1

- IT Applications
- Fundamentals of Management
- Microeconomics
- Macroeconomics
- Legal Aspects for Business
- Financial Accounting I
- Financial Accounting II
- Cost Accounting
- Introduction to Finance
- Financial Institutions & Markets
- Personal Development Skills
- Team Development Skills
- Professional Development Skills

### YEAR 2

- Business Statistics
- Financial Reporting I
- Financial Reporting II
- Accounting Information Systems I
- Corporate Law
- Taxation I
- Fundamentals of Banking
- Financial Planning & Wealth Management
- Corporate Finance
- Investment Management
- Islamic Finance & Banking
- Strategic Corporate Finance
- Elective I & II

### YEAR 3

- Research Methodology
- Project
- Entrepreneurship
- Corporate Reporting
- Advanced Audit & Assurance
- Auditing
- Taxation II
- Managerial Accounting
- Strategic Managerial Accounting
- Internship

## INTERNSHIP

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You will undergo a trimester of comprehensive training in the internship programme. It has been especially designed to give you an intensive hands-on learning experience within a challenging work environment.

## ENTRY REQUIREMENTS

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- Malaysian University English Test (MUET) Band 2.0 or equivalent; **AND**
- STPM with a minimum CGPA of 2.33 in any two subjects, and a credit (C) in Mathematics and a pass in English at SPM level.
- A-Levels with a minimum of 2 principal passes, and a credit (C) in Mathematics and a pass in English at SPM level or equivalent.
- UEC with a minimum of 5 B's including Mathematics and grade C in English.
- Foundation / Matriculation with a minimum CGPA of 2.5.
- Diploma with a minimum CGPA of 2.5, and a credit (C) in Mathematics and a pass in English at SPM level or equivalent.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia will be considered on a case-by-case basis.

## INTAKES

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January, May and September

## DURATION

---

3 years

## COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

---

- Malaysian Studies 3 / Ethnic Relations
- Bahasa Melayu Komunikasi 2 / Islamic Civilisation and Asian Civilisation
- Academic Writing Skills
- Professional Ethics
- Social Responsibility

# Master of Business Administration (MBA)

(R/340/7/0208) (09/22) (MQA/FA 1978)

The Master of Business Administration (MBA) caters for students who wish to obtain a postgraduate qualification in the fields of Business and Management. Its main thrust is to provide students with advanced knowledge in business coupled with the necessary technical skills to succeed in various areas of business.

## Why choose this programme?

This programme is backed by the Berjaya Corporation Group of Companies, one of Malaysia's largest and most diversified conglomerates. The Company's executives form part of the pool of resource talent that gives this programme a unique edge over other postgraduate courses.

The programme is designed not only for those who are interested to further their studies but also for working adults since it offers classes in the evenings.

## What can you expect from this programme?

The MBA programme encompasses areas such as leadership, human resource management, information technology, finance, economics, marketing and business ethics. Electives are available in the areas of international business, international hospitality management, international tourism and logistics and supply chain management



## PROGRAMME STRUCTURE

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- Strategic Marketing and Corporate Communication
- Leading in a Global Environment
- Strategic Human Resource Management
- Applied Corporate Finance and Economics
- Operations Management and Decision Science
- Global Information and Communication Technology Management
- Management Control and Costing System
- Research Methodology and Analysis Techniques
- Management Research Report
- Elective 1 & 2

### Elective Courses in the area of

- International Business
- International Hospitality
- International Tourism
- Logistics and Supply Chain Management

## ENTRY REQUIREMENTS

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- A recognised bachelor's degree with a minimum CGPA of 2.5.
- 5 years of working experience if CGPA is below 2.5 or any equivalent qualification from a recognised institution.

### Fulfilled English requirements in one of the following:

- MUET (Band 5 or higher).
- IELTS (Level 6.0 or higher).
- TOEFL 550/ CBT 213/ iBT 79-80.
- Other English certification proving the same level of competency as one of those indicated above.
- Successful completion of an English-medium Bachelor degree.

## INTAKES

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January, May and September

## DURATION

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Full Time: 1 year  
Part Time: 2 years  
(Evening Classes 6.30pm - 9.30pm)



# Master of Science in Logistics and Supply Chain Management

(N/345/7/1091) (12/25) (MQA/PA10889)

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The Master of Science in Logistics and Supply Chain Management programme accommodates students who wish to pursue a postgraduate qualification to specialise within the field of Globalised Business Management. The programme prepares students with the necessary skills and specialist knowledge to enhance their careers as a logistics and supply chain professional in a constantly-changing global environment where new strategies and technologies are being developed on a daily basis.

## Why choose this programme?

BERJAYA University College works closely with leading companies across the region, pursuing the mission to improve the practice of relevant management. Here, you will learn how to be cost-effective, adaptively-responsive and strategic in optimising the supply chain, aiding companies to have a competitive advantage in a digitised business world.

The Master of Science in Logistics and Supply Chain Management degree at BERJAYA University College focuses on delivering knowledge of practical, adaptively-efficient and responsive management systems of people, resources information and facilities that deal with far more than the movements of products or services from suppliers to customers.

Logistics and Supply Chain Management encompasses every effort involved in designing, developing, producing and delivering products or services, from the suppliers' suppliers to the customers' customers.

This programme is designed for those who wish to pursue their studies in a business-related field to become a specialist.

## PROGRAMME STRUCTURE

### General Course

- Research Methodology and Analysis Techniques
- Operations Management and Decision Science
- Applied Corporate Finance and Economics
- Global Information and Communication Technology Management
- Supply Chain Management Dynamics
- Logistics and Transportation Management
- Strategic Procurement Management
- Supply Chain Finance
- Management Research Project

### Elective course (select only 1 per group)

#### GROUP 1:

- Logistics and Supply Chain Management Strategic and Sustainability
- Legal Aspects in Purchasing and Supply and Contract Management
- Negotiation

#### GROUP 2:

- Services Supply Chain Management
- Services Operation Management
- Services Marketing

## ENTRY REQUIREMENTS

- A recognised Bachelor's Degree with a minimum CGPA of 2.5 out of 4.0
- Five (5) years of working experience in relevant fields if CGPA is below 2.5
- Or any equivalent qualification from recognised institutions as approved by BERJAYA UC Senate
- Through APEL route

### Fulfilled English requirements in one of the following:

- MUET (Band 5 or higher)
- IELTS (Level 6.0 or higher)
- TOEFL 600/CBT 250/IBT 100
- Other English certification proving the same level of competency
- Successful completion of an English-medium Bachelor degree

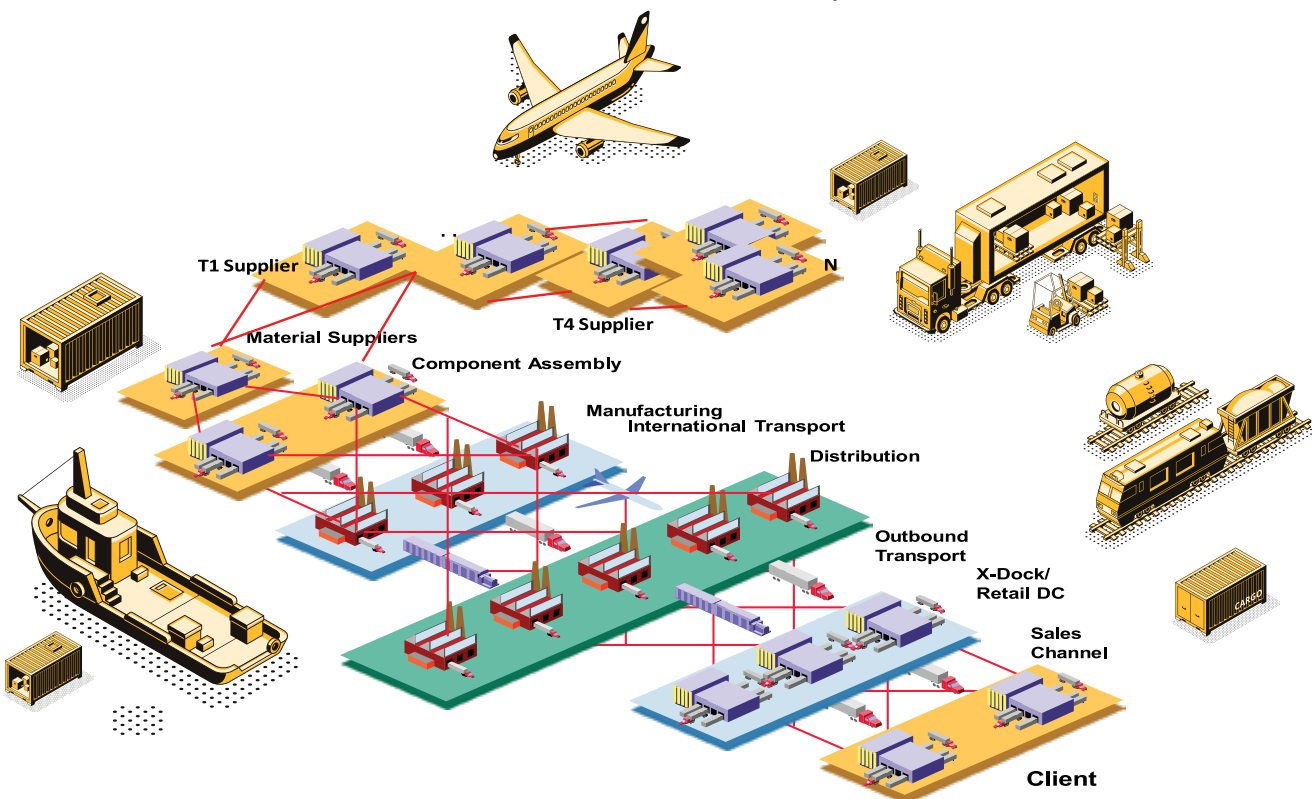
## INTAKES

January, May and September

## DURATION

Full Time: 1 year

Part Time: 2 years



# Events & Activities

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**PKT Logistics Group Feld Trip**



**SOGO KL Field Trip**



**Business Plan Competition**





**Young Entrepreneurs Fair**



**KLIA Field Trip**



**Pavilion Field Trip**



**B Talk - Mr Clement Arul**

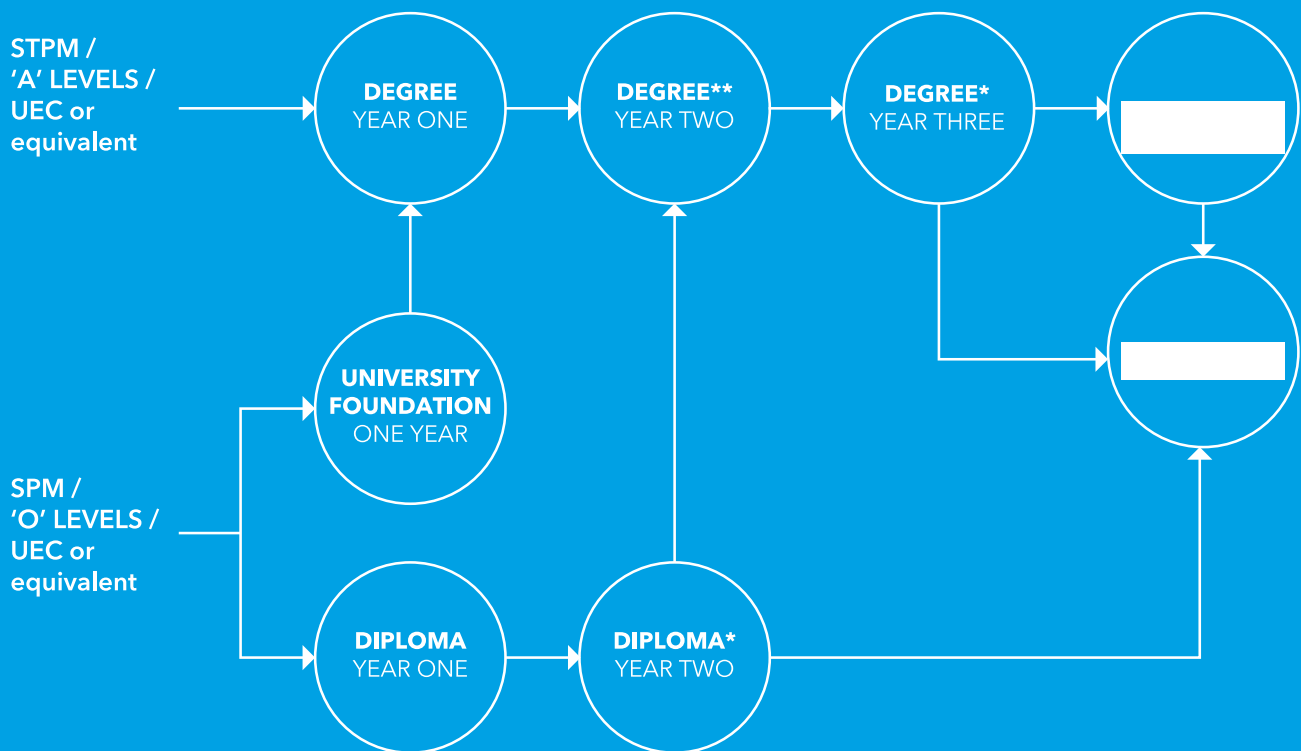


**Metrojaya Talk**



**Biz Tech Week**

# Career Pathways



[\*] Internship period between 16 - 24 weeks may apply depending on the selected programme.

[\*\*] Diploma holders are eligible for transfer of credit up to 30% into a degree programme.

# Career Opportunities

## Business Graduates

- Marketing Manager
- Bank Manager
- Business Development Manager
- Human Resource Manager
- Marketing Research Manager
- Financial Analyst
- Business Operations Manager
- Customer Relationship Manager
- Business Strategist
- Project Manager
- Corporate Manager
- Investment Banker
- Entrepreneur

## Retail Degree Graduates

- Retail Area Manager
- Senior Operations Manager
- Customer Training Specialist
- Regional Strategy Manager
- Customer Service Manager
- Visual Merchandiser
- Space Planning Analyst
- Store Owner
- Retail Sales Manager
- Store / Department Manager
- Store Planning and Development
- Purchasing Manager
- Business Analyst

## Marketing

- Marketing Director
- Chief Marketing Officer
- Sales Manager
- Account Manager
- Business Development Manager
- Brand Manager
- Product Manager

## Accounting

- Chartered Accountant
- Company Secretary
- Forensic Accountant
- Stockbroker
- Auditor
- Data Analyst

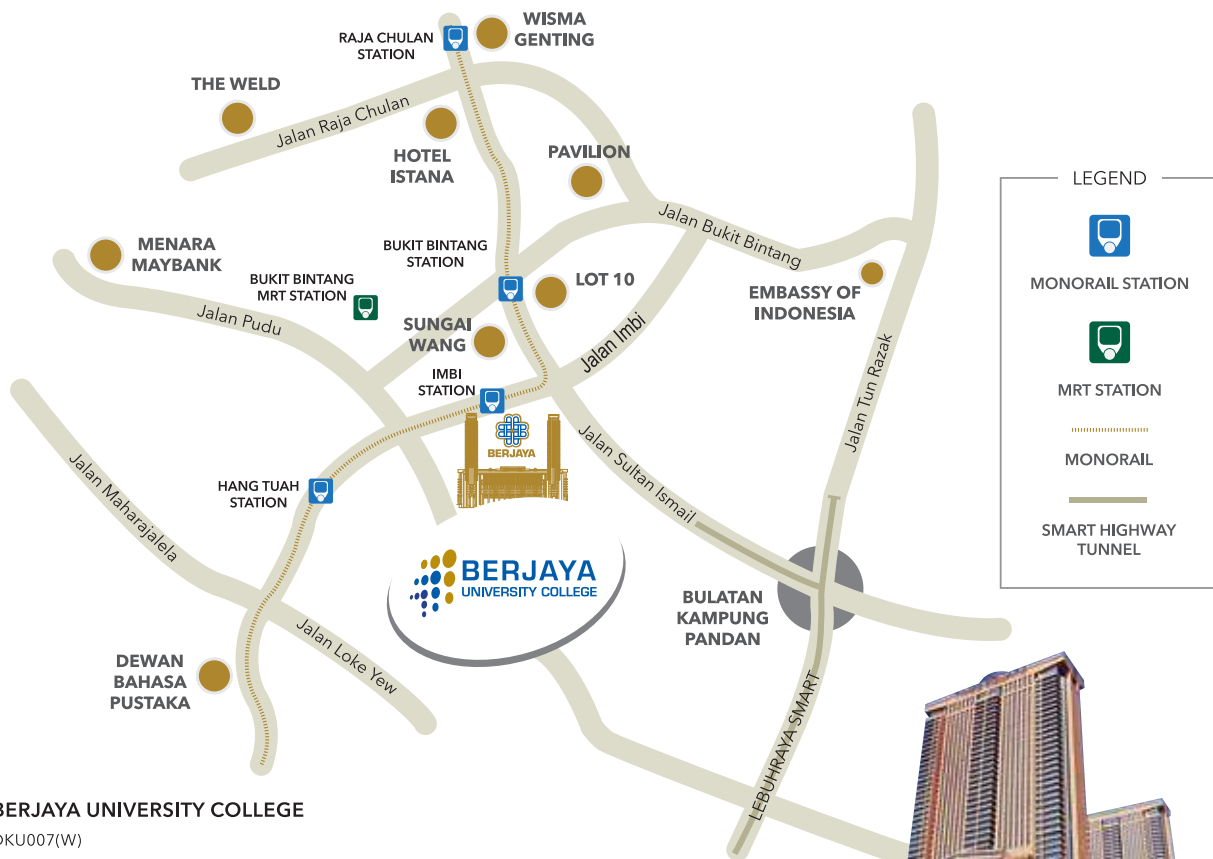
## Finance

- Financial Planner
- Chief Financial Officer
- Financial Analyst
- Finance Manager
- Banker

# Five-Star City Campus

Situated in the heart of Kuala Lumpur, the BERJAYA University College campus is designed to enhance your educational experience, every step of the way.

As a premier university campus, the reception presents itself with the look and feel of a 5-Star hotel. Recreating the mood of an actual working environment allows learning to remain conducive at all times.



## BERJAYA UNIVERSITY COLLEGE

DKU007(W)

Level 11 West, Berjaya Times Square,  
1, Jalan Imbi, 55100 Kuala Lumpur,  
MALAYSIA

- T • +603 2687 7000
- F • +603 2687 7001
- E • info@berjaya.edu.my

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



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