

INSPIRING LIVES. WIDENING HORIZONS.



BERJAYA
Faculty of
Business

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.



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 Faculty of Business

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 criteria 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 Faculty of Business 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 Faculty of Business be your launch pad!

The Berjayan Advantage

Berjaya Immersion Methodology

In line with our philosophy of providing experiential learning, BERJAYA Faculty of Business' 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 Faculty of Business 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 faculty 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

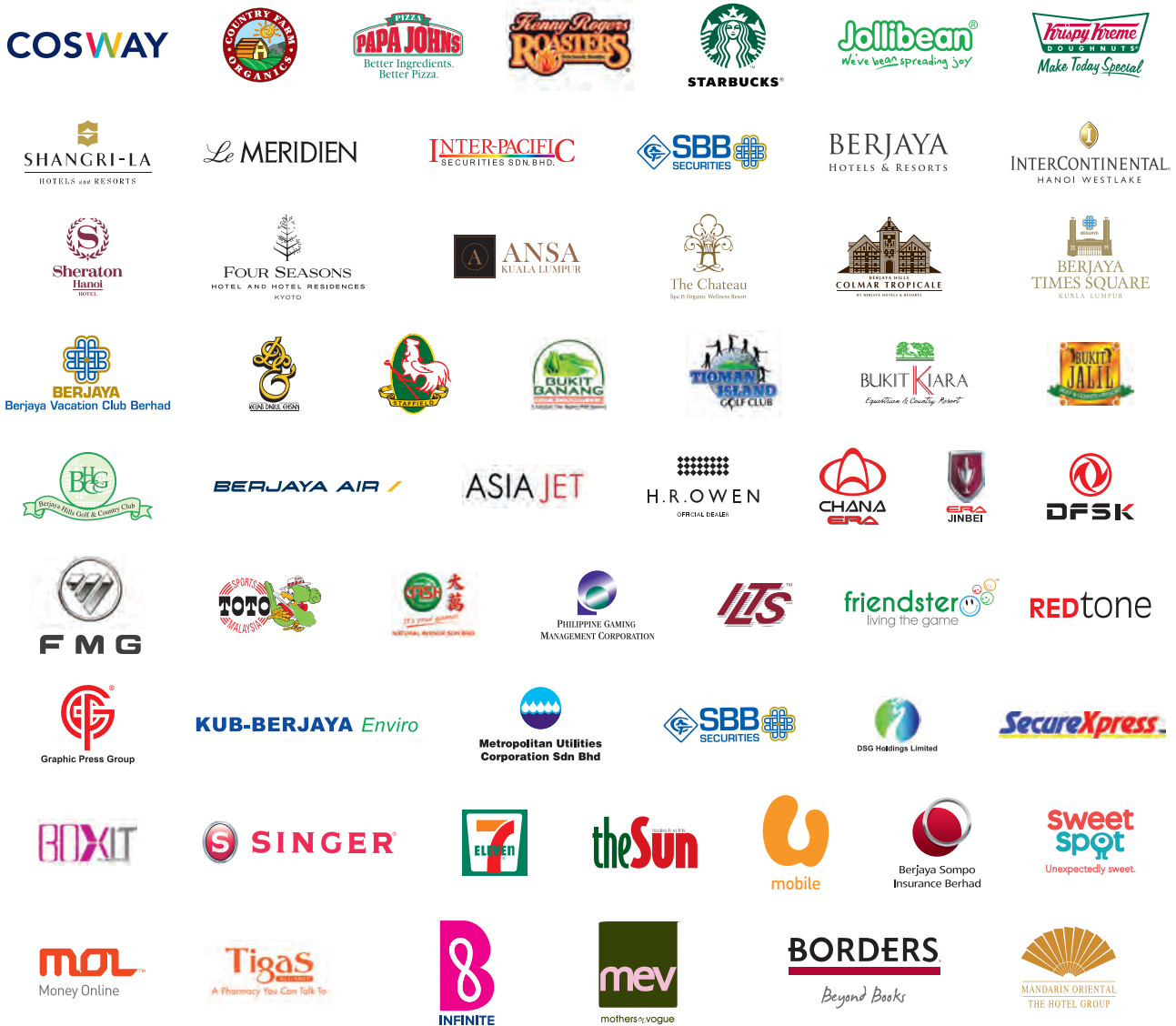


**CERTIFIED IN
2019**

Our Strength, Your Future



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



BERJAYA Faculty of Business Professional Affiliations



Foundation in Commerce

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



This programme 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.

ENTRY REQUIREMENTS

- SPM / O-Levels with a minimum of 5 credits (5 C'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.

DURATION

1 year (3 trimesters)

PROGRAMME STRUCTURE

- 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

Diploma in Retail Management

(R2/341/4/0037) (09/24) (A 9871)

This 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.

ENTRY REQUIREMENTS

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

DURATION

2 years inclusive of a 16-week internship

PROGRAMME STRUCTURE

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 & Team Development Skills
- Professional Development Skills
- Principles of Marketing
- Managing People in the Service Industry
- Professional Service

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



Diploma in Business Management

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



This programme 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.

ENTRY REQUIREMENTS

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

DURATION

2 years

PROGRAMME STRUCTURE

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

Bachelor of Retail Management (Hons)

(R2/341/6/0035) (09/24) (A 9762)

This programme aims to equip students with skills and knowledge highly valued in the retail sector. It offers a comprehensive understanding of the theoretical and practical aspects of Retail Management.

Why choose this programme?

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.

ENTRY REQUIREMENTS

- 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.

DURATION

3 years inclusive of a 16-week internship

PROGRAMME STRUCTURE

YEAR 1

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

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

Bachelor of **Business Management (Hons)**

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

This programme prepares students for management roles in an ever-changing business environment where advanced technology and multicultural settings play a vital role. The programme combines theoretical knowledge with practical skills in marketing, human resource management, financial management, project management and strategic decision-making.

Why choose this programme?

This programme equips you with appropriate analytical, diagnostic and problem solving tools commonly used in business today. It prepares students for future managerial and supervisory roles in various businesses and provides a broader career option.





PROGRAMME STRUCTURE

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

ENTRY REQUIREMENTS

- 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.

DURATION

3 years inclusive of a 16-week internship

Bachelor in Accounting and Finance (Hons)

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

This programme provides students with vast knowledge in accounting and finance for effective competition in the complex industry. This programme utilizes an industry-focused learning pedagogy called The Immersion Methodology.

Why choose this programme?

This programme offers graduates excellent job prospects as sought after accountants and finance professionals in any industry. An Accounting & Finance degree provides a broad spectrum of knowledge in the subject matter, making it highly valuable in the world of finance and business.

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

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 and Team Development Skills
- Professional Service

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

ENTRY REQUIREMENTS

- 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.

DURATION

3 years inclusive of a 16-week internship



Master of Business Administration (MBA)

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

This programme is designed for students seeking a postgraduate qualification in Business and Management, providing advanced business knowledge and technical skills to succeed in various areas of business.

Why choose this programme?

This programme is backed by the Berjaya Corporation Group of Companies, a diversified conglomerate in Malaysia. The programme benefits from the company's executives, providing a unique edge over other postgraduate courses.

The programme offers evening classes, making it suitable for working adults who wish to further their studies.

ENTRY REQUIREMENTS

- 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: (*for International Students only)

- 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.

DURATION

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

PROGRAMME STRUCTURE

- 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
- Strategic Management & Development: International Business & Corporate Strategy
- Enterprise Development Project: Business Planning and Development



Master of Science in Logistics and Supply Chain Management

(N/345/7/1091) (12/25) (MQA/FA10889)

This programme specialises in Globalised Business Management, equipping students with the necessary skills and knowledge to enhance their logistics and supply chain careers in a constantly-changing global environment of new strategies and technologies.

Why choose this programme?

BERJAYA University College works closely with leading companies to improve management practices. This programme focuses on cost-effective, adaptive and strategic approaches to optimise the supply chain, giving companies a competitive edge in a digitised business world.

This programme covers practical and efficient management systems of people, resources information and facilities involved in designing, developing, producing and delivering products or services.

It's ideal for those seeking to specialise in a business-related field.

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: (*for International Students only)

- 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

DURATION

Full Time: 1 year

Part Time: 2 years

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

Master of **Philosophy in Management (MPhil in Management)**

(MQA/PA 16218)

This research programme focuses on specific business area of interest. It begins with a Research Methodology and Analysis Techniques classroom course in the first semester, followed by thesis development guided by internal and external supervisors in the following semesters. The programme provides the necessary knowledge to excel in the world of business management.

Why choose this programme?

The programme hones your expertise and leadership skills providing you with an in-depth understanding of theoretical underpinnings and their applications in the real world. You will acquire the knowledge, skills, and ability to conduct independent academic research.





CHOICES OF RESEARCH AREAS:

- Human Resource Management
- Marketing
- Accounting
- Finance
- Business Economics
- Management
- Business Analytics
- Others

PROGRAMME STRUCTURE

- Teaching course during Semester 1 - Research Methodology & Analysis Technique
- All subsequent semesters, including study under supervisor for thesis proposal defence, thesis preparation, and etc.

LEVEL OF STUDY

Postgraduate

MODE OF STUDY & DURATION:

- Full-time – 2 years (6 semesters)
- Part-time – 3 years (9 semesters)

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
 - i. At least 30 years of age in the year of application;
 - ii. Possess at least STPM/Diploma/equivalent qualification (or those with higher qualifications e.g. Graduate Certificate, Graduate Diploma);
 - iii. Possess relevant work experience; and
 - iv. Pass APEL.A assessment for Master's level

Fulfilled English requirements in one of the following: (*for International Students only)

- MUET (Band 4 or higher)
- IELTS (Level 6.0 or higher) **for International Students only*
- TOEFL 600/CBT 250/IBT 100
- Other English certifications proving the same level of competency
- Successful completion of an English-medium Bachelor's degree

Doctor of **Philosophy in Management (PhD in Management)**

(MQA/PA 16217)

This research programme focuses on specific business area of interest. It begins with a Research Methodology and Analysis Techniques classroom course in the first semester, followed by thesis development guided by internal and external supervisors in the following semesters. The programme is best suited for learners who aspire to be highly skilled scholars for academic and other professional careers.

Why choose this programme?

The programme gives you a competitive edge in today's workforce providing you with an in-depth understanding of theoretical underpinnings and their applications in the real world. You will acquire the knowledge, skills, and ability to conduct independent academic research.





CHOICES OF RESEARCH AREAS:

- Human Resource Management
- Marketing
- Accounting
- Finance
- Business Economics
- Management
- Business Analytics
- Others

PROGRAMME STRUCTURE

- Teaching course during Semester 1 - Research Methodology & Analysis Technique
- All subsequent semesters, including study under supervisor for thesis proposal defence, thesis preparation, and etc.

LEVEL OF STUDY

Postgraduate

MODE OF STUDY & DURATION:

- Full-time - 3 years (9 semesters)
- Part-time - 4 years (12 semesters)

ENTRY REQUIREMENTS

- A recognised Master'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
 - At least 35 years of age in the year of application;
 - Possess at least a Bachelor degree or equivalent qualifications (or those with higher qualifications e.g. Postgraduate Certificate, Postgraduate Diploma);
 - Possess at least 5 years of related work experience and
 - Pass APEL.A assessment for Doctorate level

Fulfilled English requirements in one of the following:

- MUET (Band 4 or higher)
- IELTS (Level 6.0 or higher) **for International Students only*
- TOEFL 600/CBT 250/IBT 100
- Other English certifications proving the same level of competency
- Successful completion of an English-medium Master's degree

Events & Activities



Sharing Session from MyBurgerLab, Mr Chin Ren Yi



Entrepreneurship Business Pitch Series 1



Entrepreneur Journey Sharing Session



Entrepreneurship Project Newspaper Feature



Field Visits to Shopee



ALIBABA GET Entrepreneurship Competition



Classroom Activities with Cash Flow



Entrepreneurship Talk Series



BUC Entrepreneurship Business Pitch

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- Lecturer / Professor
- Researcher / Scholar
- Strategic Planner
- CEO

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

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Faculty of
Business

BE DISTINCTIVE
BE EXCELLENT
BE WORLD-CLASS
BE BERJAYAN