Programme Objectives

- Educate and produce graduates who are able to create their own job opportunities.
- Inculcate entrepreneurial spirit and innovative characteristics among graduates.
- Insulate leadership and management skills among graduates.
- Provoke graduates who are experts in negotiation and promote business ideas to the market.

Programme Learning Results

- Able to integrate information, theories and practices professionally in entering business environments, post-graduate study and lifelong learning.
- Exhibit leadership and entrepreneurial skills.
- Display commitment in lifelong learning and professional development.
- Exhibit behavior consistent with professional etiquette and social responsibility.

Programme Mission

To produce graduates who are ethical, knowledgeable in social, economic and business settings which are dynamic and global, proficient in accounting in line with profession's demand, competent and creative.

Programme Objectives

- Equip students with the accounting knowledge and skills for application in their working environments.
- Equip students with the fundamental knowledge and skills on organizations and businesses, the Malaysian legal and ethical framework, and typical business entities.
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Programme Learning Results

- By possessing the knowledge and skills gained from this programme, graduates will be able to fulfill the job-market’s needs and requirements, may it be the private or public sector. Among the career opportunities are:
  - Accountant
  - Certified Auditor
  - Consultant
  - Entrepreneur
  - Educator

Duration of Study

Four (4) years or eight (8) semesters, including six (6) month of Industrial Training
Entry Requirement for Bachelor Candidates must fulfill the University’s general conditions and the Programme Specific Requirements. University’s General Requirement:
1. Possess Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent in the Malay Language/ Bahasa Melayu or in English Language/ Bahasa Melayu July paper; and
2. Possess Diploma or other equivalent recognized certification by the Government of Malaysia approved by the PTSA’s senate, or
3. Possess Sijil Pelajaran Malaysia (SPM) with at least CGPA of 3.00 and obtained at least Grade C/ Grade 6C in Mathematics/Mathematics T/ Further Mathematics.
4. Must pass the interview session by faculty.

AND INNOVATION
KEO4 BACHELOR OF ENTREPRENEURSHIP
KP03 BACHELOR OF BUSINESS
KE00 BACHELOR OF ECONOMICS

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Programme Objectives
1. Fulfill the nation’s needs by producing workforce who are educated, competent, ethical and adaptable to the changing demands in the working environment.
2. Fulfill the demand for economic knowledge that is beneficial to the society.
3. Provide the platform for economic knowledge development through improvement in research ability.

Programme Learning Results
Provide education in management that is flexible and suits the market’s needs.
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Programme Specializations
Econometric and applied statistics
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