



R/010/3/0269(08/24) MQA/FA 4477

## Foundation in Arts

<b>Intakes</b>	January, March, June and September
<b>Duration</b>	1 Year (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU College, Damansara Jaya

The Foundation in Arts aims to produce all-rounded graduates to meet the vigorous demand of tertiary education. The program curriculum is designed to allow students to acquire theoretical knowledge as well as practical skills in the respective courses. The program is an entry qualification for degree programs in the areas of business, management, accounting, finance, economics, marketing, mass communication, media studies, and law. It is also ideal for those interested to pursue a double degree major undergraduate program.

### COURSE STRUCTURE

#### CORE (6 COMPULSORY MODULES) Total of 16 Modules

- Academic Writing, Presentation Skills and Research Skills
- Intro to Sociology
- Introduction to Communication Studies
- Introduction to Business
- Critical Thinking & Problem Solving
- Introduction to Information Technology


#### ELECTIVES (CHOOSE 7 MODULES)

- Statistics
- Fundamental of English Legal System
- Fundamental of Contract Law
- Introduction to Accounting
- Microeconomics
- Macroeconomics
- Introduction to Psychology
- Principle of Accounting



R/010/3/0111(02/23) MQA/FA 2523

## Foundation Studies (Art and Technology)

<b>Intakes</b>	January, March, June and September
<b>Duration</b>	1 Year (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

This one-year multidisciplinary foundation program aims to prepare students for further study in the fields of Game Development, Business, Communication, Computing, Hospitality and Digital Media Production.

This flexible program ensures students are grounded with a strong grasp of core subjects according to their choice of program at degree level, as well as a variety of other subjects to give them a broad-based education platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking. Upon completion, students will be able to articulate seamlessly into various degree programs offered at UOW Malaysia KDU.

### COURSE STRUCTURE

#### CORE (6 COMPULSORY MODULES) Total of 17 Modules

- |                                          |                                 |
|------------------------------------------|---------------------------------|
| - Creative Studies                       | - Introduction to Business      |
| - Critical Writing and Referencing       | - Social Science                |
| - Fundamentals of Information Technology | - Introduction to Communication |

#### STREAM (7 MODULES ACCORDING TO STREAM)

##### GAME ART / DIGITAL MEDIA PRODUCTION

- |                    |                             |
|--------------------|-----------------------------|
| - Design Practice  | - Media Appreciation        |
| - Design Studies   | - Introduction to Marketing |
| - Drawing 1, 2 & 3 |                             |

##### BUSINESS / HOSPITALITY

- |                              |                                        |
|------------------------------|----------------------------------------|
| - Information System         | - Introduction to Marketing            |
| - Introduction to Accounting | - Introduction to Quantitative Methods |
| - Introduction to Economics  | - Introduction to Multimedia           |
| - Introduction to Management |                                        |

##### GAME DESIGN / COMMUNICATION

- |                              |                              |
|------------------------------|------------------------------|
| - Design Practice            | - Introduction to Multimedia |
| - Digital Photography        | - Media Appreciation         |
| - Design Studies             | - Introduction to Marketing  |
| - Introduction to Management |                              |

##### GAME TECHNOLOGY / COMPUTING

- |                              |                                |
|------------------------------|--------------------------------|
| - Design Studies             | - Mathematics 1, 2 & 3         |
| - Information System         | - Programming Logic and Design |
| - Introduction to Multimedia |                                |



R2/345/4/0837(04/21) A 6845

## Diploma in Business Administration

**Intakes** January, March, June and September

**Duration** 2 Years (Full-Time)

**Course Location**  UOW Malaysia KDU University College, Utropolis, Glenmarie

Business is everywhere, virtually and physically. Get a head-start in learning how to manage a business with UOW Malaysia KDU's Diploma in Business Administration. This program provides students with the necessary foundation and knowledge of growing a business in today's fast paced competitive work environment.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional bodies:

- ACCA – Exempted from 3 ACCA Fundamental papers,
- CIMA – Exempted from 3 CIMA Certificate in Business Accounting papers.

### COURSE STRUCTURE

#### YEAR 1

- |                                          |                                          |
|------------------------------------------|------------------------------------------|
| - Academic English for Business 1 & 2    | - Management Accounting 1 & 2            |
| - Introduction to Accounting             | - Macroeconomics                         |
| - Business Mathematics                   | - Principles of Management               |
| - Microeconomics                         | - Co-Curricular Activities and Community |
| - Introduction to Information Technology | - Introduction to Money and Banking      |
| - Malaysia Culture and Life              | - Pengajian Malaysia 2                   |
| - Financial Accounting 1 & 2             |                                          |

#### YEAR 2

- |                                          |                                        |
|------------------------------------------|----------------------------------------|
| - Introduction to Business Communication | - Company Law                          |
| - Principles of Marketing                | - Introduction to Business             |
| - Business Law                           | - Organizational Communication         |
| - Management Information System          | - Critical Thinking and Reading Skills |
| - Business Statistics                    | - Services Marketing                   |
| - Management of Human Resources          | - E-Commerce                           |

Accredited by:



R2/344/4/0407(10/21) A 7694

## Diploma in Accountancy

**Intakes** January, March, June and September

**Duration** 2 Years (Full-Time)

**Course Location**  UOW Malaysia KDU University College, Utropolis, Glenmarie

Students start their journey into the professional world of accounting by getting familiar with various disciplines such as taxation and commercial law. In this program, students learn the ropes and gain the foundation necessary to continue onward with their choice of bachelor's degree in business, accounting or even a professional accounting qualification.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional bodies:

- ACCA – Exempted from 3 ACCA Fundamental papers,
- CIMA – Exempted from 3 CIMA Certificate in Business Accounting papers.

### COURSE STRUCTURE

#### YEAR 1

- |                                          |                                          |
|------------------------------------------|------------------------------------------|
| - Academic English for Business 1 & 2    | - Management Accounting 1 & 2            |
| - Introduction to Accounting             | - Macroeconomics                         |
| - Business Mathematics                   | - Principles of Management               |
| - Microeconomics                         | - Co-Curricular Activities and Community |
| - Introduction to Information Technology | - Introduction to Money and Banking      |
| - Malaysia Culture and Life              | - Pengajian Malaysia 2                   |
| - Financial Accounting 1 & 2             |                                          |

#### YEAR 2

- |                                                                |                                        |
|----------------------------------------------------------------|----------------------------------------|
| - Accounting Theory and Practice                               | - Company Law                          |
| - Accounting for Partnership and Special Accounting Procedures | - Accounting Information System        |
| - Business Law                                                 | - Taxation                             |
| - Auditing                                                     | - Critical Thinking and Reading Skills |
| - Business Statistics                                          | - Corporate Accounting                 |
| - Management of Human Resources                                | - Corporate Finance                    |

Accredited by:





R/340/6/0606(07/21) MQA/FA 0424

## Bachelor of Business (Hons)

With business environment and economies becoming more complex day by day, interdisciplinary knowledge is no longer just an advantage, but a necessity to address the aggressive business needs of today. The Bachelor of Business (Hons) program addresses this by equipping students with a general business degree, as well as interdisciplinary knowledge and skills in specialised subjects through 5 key business areas, allowing them the freedom to tailor their degree according to their interests in the specific areas of the business world.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional body:

- CIMA – Exempted from 7 CIMA papers and to take the balance 9 papers to complete the professional qualification.

### Intakes

January, June and September

### Duration

3 Years (Full-Time)

### Course Location

 UOW Malaysia KDU University College,  
Utropolis, Glenmarie

## COURSE STRUCTURE

### YEAR 1

- Hubungan Etnik
- Academic English 1 & 2
- Principles of Marketing
- Principles of Management
- Microeconomics
- Macroeconomics
- Financial Accounting
- Business Law
- Tamadun Islam & Tamadun Asia
- Management Accounting 1
- Business Statistics

### YEAR 2

- Entrepreneurship
- Corporate Social Responsibility
- Introduction to Information Technology
- Principles of Finance
- Organisational Behaviour
- Life in Malaysia
- Specialisation 1
- Specialisation 2
- Specialisation 3
- Elective (1 module)
- Research Methodology

### YEAR 3

- Strategic Management
- International Management
- Specialisation 4
- Specialisation 5
- Specialisation 6
- Final Year Project 1 & 2
- Internship

### ELECTIVE

- Consumer Behaviour
- Employment Law
- The Economics of Money & Banking
- International Finance
- Digital Strategy
- Business Digitalization

### SPECIALISATION: MARKETING

- Digital Strategy
- Consumer Behaviour
- Integrated Marketing Communications
- Brand Management
- Services Marketing
- Managing Market Intelligence

### SPECIALISATION: ENTREPRENEURSHIP

- New Age Entrepreneurialism
- Intrapreneurship
- Family Business & Entrepreneurship
- Global Entrepreneurship
- Brand Management
- Managing Market Intelligence
- Enterprise Development Project

### SPECIALISATION: LOGISTICS

- Introduction to Logistics
- Logistic Intelligence
- Operations Management
- Supply Chain Management
- Purchasing Management
- Logistics Strategy

### SPECIALISATION: HUMAN RESOURCE MANAGEMENT

- Economics of Human Resources
- Performance Management
- Human Resource Management
- Strategic Compensation
- Employment Law
- International HRM

### SPECIALISATION: ENTERPRISE RISK MANAGEMENT

- Fundamentals of ERM
- ERM Models and Standards
- Internal Control Models
- Fraud Risk Management
- Operational Risk Management
- Project Risk Management

Accredited by:





R/340/6/0651(07/21) MQA/FA 0423

## Bachelor of Business with Law (Hons)

<b>Intakes</b>	January, June and September
<b>Duration</b>	3 Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

A graduate with a sharp business sense, stellar management skills and a quick legal mind is, inevitably, more sought after, as law and ethics become more intertwined in the management of businesses today. Through the Bachelor of Business (Hons) with Law, students benefit from understanding the relationship between law and business, gain general analytical skills and learn to think critically, ensuring that they gain the breadth and depth of knowledge as well as an interdisciplinary approach to problem-solving.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional body:

- CIMA – Exempted from 7 CIMA papers and to take the balance 9 papers to complete the professional qualification.

### COURSE STRUCTURE

#### YEAR 1

- |                            |                                |
|----------------------------|--------------------------------|
| - Hubungan Etnik           | - Business Law                 |
| - Academic English 1 & 2   | - Tamadun Islam & Tamadun Asia |
| - Principles of Management | - Management Accounting 1      |
| - Macroeconomics           | - Business Statistics          |
| - Microeconomics           | - Principles of Marketing      |
| - Financial Accounting     |                                |

#### YEAR 2

- |                                          |                                    |
|------------------------------------------|------------------------------------|
| - Entrepreneurship                       | - Organisational Behaviour         |
| - Corporate Social Responsibility        | - Introduction to the Legal System |
| - Introduction to Information Technology | - Law of Contract                  |
| - Principles of Finance                  | - Law of Torts                     |
| - Legal Skills                           | - Research Methodology             |
| - Life in Malaysia                       | - Elective (1 module)              |

#### YEAR 3

- |                             |                            |
|-----------------------------|----------------------------|
| - Company Law               | - Employment Law           |
| - Intellectual Property Law | - Final Year Project 1 & 2 |
| - Strategic Management      | - Internship               |

#### ELECTIVE

- |                            |                           |
|----------------------------|---------------------------|
| - Consumer Behaviour       | - Cyber Law               |
| - International Finance    | - Business Digitalization |
| - International Management |                           |

Accredited by:



R/344/6/0240(03/24) MQA/FA 3737

## Bachelor of Accounting (Hons)

<b>Intakes</b>	January, June and September
<b>Duration</b>	3 Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

UOW Malaysia KDU's Bachelor of Accounting (Hons) program, designed in collaboration with the Association of Chartered Certified Accountants (ACCA), is the quickest and most sensible choice towards earning an internationally-recognised professional qualification. The final year of the program is designed to cover the syllabus of the ACCA's professional papers, preparing the students specifically for the ACCA Professional level exams later on.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional bodies:

- ACCA – Exempted from all 9 ACCA Fundamental papers
- CPA Australia – Exempted from 6 Foundation level papers
- CIMA – Exempted from 10 CIMA papers and to take the balance 6 papers to complete the professional qualification.

### COURSE STRUCTURE

#### YEAR 1

- |                            |                                |
|----------------------------|--------------------------------|
| - Principles of Management | - Business Law                 |
| - Principles of Economics  | - Management Accounting 1      |
| - Principles of Finance    | - Quantitative Methods         |
| - Academic English 1 & 2   | - Tamadun Islam & Tamadun Asia |
| - Hubungan Etnik           | - Company Law                  |
| - Financial Accounting     |                                |

#### YEAR 2

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| - Life in Malaysia                | - Auditing                      |
| - Principles of Marketing         | - Accounting Information System |
| - Financial Reporting 1 & 2       | - Management Accounting 2       |
| - Entrepreneurship                | - Introduction to Taxation      |
| - Corporate Social Responsibility | - Intermediate Taxation         |
| - Financial Management            |                                 |

#### YEAR 3

- |                                  |                            |
|----------------------------------|----------------------------|
| - Governance, Risk & Ethics *    | - Public Sector Accounting |
| - Advanced Taxation *            | - Research Methodology     |
| - Corporate Reporting 1 & 2 *    | - Final Year Project       |
| - Business Analysis *            | - Internship               |
| - Advanced Audit and Assurance * |                            |

\* ACCA Professional papers


Accredited by:





N/344/6/0003(11/21) MQA/PA 7994

## Bachelor in Accounting and Finance (Hons)

<b>Intakes</b>	January, June and September
<b>Duration</b>	3 Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The Bachelor in Accounting and Finance (Hons) provide students with a specialised education in understanding of the legal, business and social environments in which accountancy and finance operates. It also enables students to be conversant in the technical languages and practices of the accounting and finance sector in a market economy. These include measurement and disclosure in financial statements, managerial accounting, auditing, taxation and corporate finance.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional bodies:

- ACCA – Exempted from all 9 ACCA Fundamental papers
- CPA Australia – Exempted from 6 Foundation level papers
- CIMA – Exempted from 10 CIMA papers and to take the balance 6 papers to complete the professional qualification.

### COURSE STRUCTURE

#### YEAR 1

- Management Accounting 1 & 2
- Principles of Economics
- Academic English 1 & 2
- Financial Accounting
- Hubungan Etnik
- Principles of Finance
- Principles of Marketing
- Business Law
- Quantitative Methods
- Principles of Management
- Tamadun Islam & Tamadun Asia

#### YEAR 2

- Life in Malaysia
- Financial Reporting 1 & 2
- Company Law
- Financial Management
- Corporate Social Responsibility
- Entrepreneurship
- Corporate Finance
- Financial Markets & Institutions
- Introduction to Taxation
- Auditing
- Accounting Information System
- Intermediate Taxation
- Research Methodology

#### YEAR 3

- Advanced Audit and Assurance
- International Finance
- Investment Analysis
- Elective (1 module)
- Final Year Project 1 & 2
- Internship

#### ELECTIVE

- Organisational Behaviour
- Operations Management
- Business Digitalization
- Digital Strategy

Accredited by:




ACCREDITED PROGRAM



N/343/6/0189(06/20) MQA/FA 5406

## Bachelor of Arts (Hons) in Banking & Finance

<b>Intakes</b>	January, June and September
<b>Duration</b>	3 Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The Bachelor of Arts (Hons) in Banking and Finance introduces students to the principles and practice of modern banking, covering aspects of banking, international finance, economics and law. In this program, students acquire a firm foundation necessary in the financial services industry, and gain a clear understanding of the functions and internal operations of banks and other financial institutions.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional body:

- CIMA – Exempted from 5 CIMA papers and to take the balance 11 papers to complete the professional qualification.

### COURSE STRUCTURE

#### YEAR 1

- Introduction to Banking
- Principles of Economics
- Academic English 1 & 2
- Financial Accounting
- Hubungan Etnik
- Principles of Finance
- Principles of Marketing
- Company Law
- Quantitative Methods
- Principles of Management
- Tamadun Islam & Tamadun Asia

#### YEAR 2

- Life in Malaysia
- Business Digitalization
- Digital Strategy for Financial Products and Services
- Introduction to Econometrics
- Corporate Social Responsibility
- Entrepreneurship
- Corporate Finance
- Financial Markets & Institutions
- Investment Banking
- Credit Risk & Lending Management
- The Economics of Money & Banking
- Professional Development and Leadership Skills

#### YEAR 3

- Corporate Governance in Banking & Finance
- Investment Analysis
- International Finance
- Portfolio Management
- Elective (1 module)
- Research Methodology
- Final Year Project 1 & 2
- Internship

#### ELECTIVE

- Organisational Behaviour
- Operations Management

Accredited by:





KPT/JPS (MQA/PA 12216)

## Postgraduate Certificate in Business Administration

<b>Intakes</b>	January, June and September
<b>Duration</b>	8 Months (Full-Time) / 1 Year 4 Months (Part-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

Postgraduate Certificate in Business Administration is a certificate that allows students to obtain the necessary basic knowledge and skills required in today's highly competitive business environments. Students that have completed this postgraduate certificate successfully would have the option to continue with their studies in Master of Business Administration at a later stage.

### COURSE STRUCTURE

#### YEAR 1

- Business Economics
- Human Resource Management
- Marketing Management
- Accounting and Finance for Managers
- Strategic Management
- Elective 1
- Elective 2


#### ELECTIVE

- Organisational Behaviour
- Tax Planning
- Enterprise Governance
- Business Ethics
- Personal Finance
- Implementation of Enterprise Risk Management and Key Risk Indicators



KPT/JPS (MQA/PA 12217)

## Postgraduate Diploma in Enterprise Risk Management

<b>Intakes</b>	January, June and September
<b>Duration</b>	1 Year (Full-Time) / 2 Years (Part-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

Postgraduate Diploma in Enterprise Risk Management is a postgraduate diploma that incorporates academic and professional knowledge. Students would be introduced to the concepts of Enterprise Risk Management. Students are able to continue on to their Master of Business Administration upon successful completion.

### COURSE STRUCTURE

#### YEAR 1

- Business Economics
- Human Resource Management
- Marketing Management
- Accounting and Finance For Managers
- Strategic Management
- Implementation of Enterprise Risk Management and Key Risk Indicators
- Investment Risk Management
- Market, Credit and Operational Risk
- Risk Control, Self Assessment and Internal Control Model
- Business Continuity Management
- Elective 1

#### ELECTIVE

- Organisational Behaviour
- Tax Planning
- Enterprise Governance
- Business Ethics

Accredited by:





N/340/7/0712(11/21) MQA/PA 8098

## Master of Business Administration (MBA)

<b>Intakes</b>	January, June and September
<b>Duration</b>	1 Year 4 Months (Full-Time) / 2 Years (Part-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The UOW Malaysia KDU Master of Business Administration (MBA) is a postgraduate program that blends academic and professional knowledge, where learners are exposed to cutting-edge research and process of discovery and knowledge generation. The program offers an international perspective for professionals to engage effectively in global environment as well as networking opportunities. Students are able to choose between two specialisation tracks; Enterprise Risk Management (ERM) and Financial Planning (FP).

Enterprise Risk Management (ERM) is offered in collaboration with the Institute of Enterprise Risk Practitioners (IERP®). This MBA track is a postgraduate qualification that focuses on the area of Enterprise Risk Management.

Financial Planning (FP) focuses on the areas of financial planning and is catered to professionals that are seeking a postgraduate qualification in the area of Financial Planning.

Upon completion of the program, graduates will be granted exemptions from the following recognised professional bodies:

- For Enterprise Risk Management Specialisation
  - IERP® Enterprise Risk Manager Professional Certification\* – Exempted from 6 modules out of 11 modules
  - Exempted from 13 CIMA papers and to take the balance 3 papers to complete the professional qualification – E3 (Strategic Management), F3 (Financial Strategy) and Strategic Case Study.
- For Financial Planning Specialisation
  - Financial Planning Association of Malaysia (FPAM) Certified Financial Planner (CFP)\* Certification Education Program – Exempted from 3 modules out of 4 modules
  - Exempted from 13 CIMA papers and to take the balance 3 papers to complete the professional qualification – E3 (Strategic Management), P3 (Risk Management) and Strategic Case Study.

\* relevant subjects from respective specialisation must be taken during study.

### Accredited by:



### COURSE STRUCTURE

#### YEAR 1

- Business Economics
- Accounting and Finance for Managers
- Marketing Management
- Human Resource Management
- Research Methodology
- Specialisation 1
- Specialisation 2
- Specialisation 3
- Specialisation 4
- Specialisation 5
- Elective 1

#### YEAR 2

- Strategic Management
- MBA Research Project & Dissertation

### SPECIALISATION: ENTERPRISE RISK MANAGEMENT

- Implementation of Enterprise Risk Management and Key Risk Indicators
- Investment Risk Management
- Market, Credit and Operational Risk
- Risk Control, Self Assessment and Internal Control Model
- Business Continuity Management

### SPECIALISATION: FINANCIAL PLANNING

- Personal Finance
- Risk Management and Insurance
- Investment Analysis
- Estate Planning
- Retirement Planning


### ELECTIVE

- Organisational Behaviour
- Tax Planning
- Enterprise Governance
- Business Ethics



N/340/7/0601(08/20) MQA/PA 7198

## Master of Arts (By Research)

<b>Intakes</b>	January, June and September
<b>Duration</b>	Minimum 6 semesters / Maximum 12 semesters
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie


The Master of Arts (MA) is a research-based program, designed to meet the needs of students who would like to extend their specialisation in the areas of humanities and social sciences, beyond their undergraduate degree.

Students who wish to embark on their research interests through their postgraduate studies are often limited by the program structure designed by academic institutions. The MA offers students the flexibility of choosing their specialisation according to their research interests and career aspirations. Learning is done through consultation with the academic research supervisor.



N/340/8/0732(09/25) MQA/PA 11120

## Doctor of Philosophy (Business)

<b>Intakes</b>	January, June and September
<b>Duration</b>	Minimum 9 semesters / Maximum 18 semesters
<b>Course Location</b>	 UOW Malaysia KDU University College, Utropolis, Glenmarie

Postgraduates undertaking the Doctor of Philosophy or PhD (Business) at UOW Malaysia KDU are required to complete an original research project under the guidance of an expert supervisor. The research project prepares graduates to develop subject expertise in their unique, chosen field.

At UOW Malaysia KDU, the PhD (Business) draws expertise from various Schools in UOW Malaysia KDU and emphasizes a multi-disciplinary, cross-functional approach to harness the novelty of the student's project in delivering business value.

### COURSE STRUCTURE

#### RESEARCH PROPOSAL (SEMESTER 1)

Students will systematically structure and develop their research by developing a research proposal, which would guide the student through the entire research process.

#### RESEARCH (MINIMUM 3 SEMESTERS)

Upon the approval of the research proposal, students will be guided by their supervisors to begin their research, and will work independently on their research projects.

#### DISSERTATION (FINAL SEMESTER)

Upon the completion of their research, students will document the research project and process in a dissertation. Typically, dissertations for a Master by research is not more than 60,000 words.

#### VIVA VOLCE (FINAL SEMESTER)

Upon the completion of the research and dissertation, students will undergo an oral examination, chaired by experts in the field.

#### AREAS OF RESEARCH

- Economics
- Finance
- Management
- Marketing
- Business Digitalization
- Accounting
- Hospitality & Tourism Management

### COURSE STRUCTURE

#### RESEARCH PROPOSAL

Students will systematically structure and develop their research by developing a research proposal, which would guide the student through the entire research process.

#### PROPOSAL DEFENCE

A presentation session chaired by KDU with invited panel of examiners to ensure the candidate is able to articulate their research ideas and plans, as well as having the necessary skills to carry out research activities as proposed.

#### RESEARCH

Upon the approval of the research proposal, under the guidance of their supervisors, student will work independently on their research projects.

#### THESIS

Upon completion of their research, students will document the research project and process in a thesis. Typically, thesis for PHD should not be more than 80,000 words.

#### VIVA VOLCE

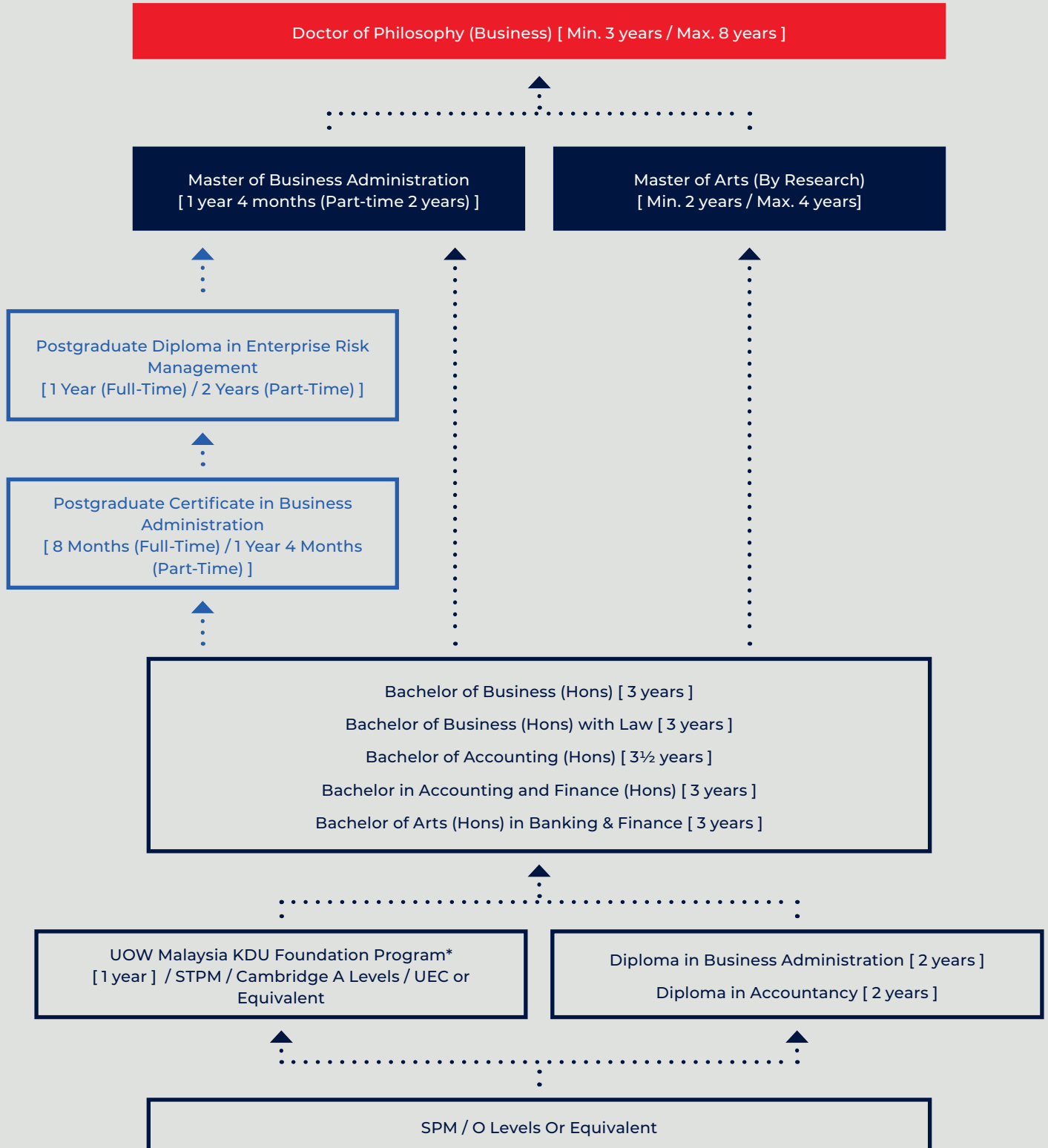
Upon completion of research and thesis, candidate will undergo an oral presentation, chaired by experts in the field.

#### AREAS OF RESEARCH

- Economics
- Finance
- Management
- Marketing
- Business Digitalization
- Accounting
- Hospitality & Tourism Management



## Study Route



\* Specific foundation programs that meet the entry requirement

## Entry Requirement

### – DIPLOMA IN BUSINESS ADMINISTRATION

Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits (3Cs) (inclusive of a Pass in English and Mathematics)
UEC	Min. 3 Credits (3Bs) (inclusive of a Pass in English and Mathematics)

### – DIPLOMA IN ACCOUNTANCY

Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits (3Cs) (inclusive of a Pass in English and Credit in Mathematics)
UEC	Min. 3 Credits (3Bs) (inclusive of a Pass in English and Credit in Mathematics)

### – BACHELOR OF BUSINESS (HONS) – BACHELOR OF BUSINESS WITH LAW (HONS)

Academic Qualification	Requirement
GCE A Levels	2Es
STPM	2Cs or CGPA 2.00
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.00
Foundation Studies	Pass with min. CGPA of 2.00

### – BACHELOR OF ACCOUNTING (HONS) – BACHELOR IN ACCOUNTING AND FINANCE (HONS)

Academic Qualification	Requirement
GCE A Levels	3 Ds
STPM	3 C+ or CGPA 2.33
UEC	5 Credits (inclusive of a Credit in Mathematics)
Diploma	Pass with min. CGPA of 2.50
Foundation Studies	Pass with min. CGPA of 2.50

### – BACHELOR OF ARTS (HONS) IN BANKING & FINANCE

Academic Qualification	Requirement
GCE A Levels	3Ds
STPM	2C+s or CGPA 2.33
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.50
Foundation Studies	Pass with min. CGPA of 2.50

### – POSTGRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION – POSTGRADUATE DIPLOMA IN ENTERPRISE RISK MANAGEMENT – MASTER OF BUSINESS ADMINISTRATION (MBA)

Academic Qualification	Requirement
Degree	Completed with a minimum CGPA of 2.50 or its equivalent qualifications.  Candidates without a minimum CGPA of 2.50 can be accepted with a min. of 5 years relevant working experience, subject to institutional approval

### – MASTER OF ARTS (BY RESEARCH)

Academic Qualification	Requirement
Degree	Min. CGPA of 2.75 or equivalent; or  CGPA 2.50 to 2.74 or equivalent, subject to institution approval; or  CGPA of 2.00 to 2.49 or equivalent, with a min. of 5 years working experience in the relevant field, subject to institutional approval.

### – DOCTOR OF PHILOSOPHY (BUSINESS)

Academic Qualification	Requirement
Master Degree	Completion of Master's Degree or equivalent in a related field

\* Any other qualifications is subject to review and approval of certified transcripts. For a full listing of the entry requirements and other details on the respective programs, please scan the QR Code above or check with the counsellor.

\*\* Bahasa Kebangsaan A is compulsory for all Malaysian students that do not fulfil the following requirements:

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programs)



R2/345/4/0780(07/24) A 9867

## Diploma in Business

<b>Intakes</b>	January, March, June and September
<b>Duration</b>	2 Years (Full-Time)
<b>Course Location</b>	<p> UOW Malaysia KDU University College, George Town</p> <p> UOW Malaysia KDU University College, Batu Kawan</p>

Studying business is concerned with the way organisations functions operationally, and financially. The diploma program prepares a solid foundation for students wishing to gain an insight into business and business services. Our students generally study on the diploma program as a platform pathway into higher degrees.

### COURSE STRUCTURE

#### YEAR 1

- |                              |                                              |
|------------------------------|----------------------------------------------|
| - Writing & Referencing      | - Introduction to Information Technology     |
| - Introduction to Business   | - Organisational Behaviour                   |
| - Microeconomics             | - Personal Development & Leadership Skills   |
| - Business Statistics        | - Pengajian Malaysia 2                       |
| - Introduction to Accounting | - Oral Communication 2 / Bahasa Kebangsaan A |
| - Critical Reading           |                                              |
| - Principles of Management   |                                              |
| - Principles of Marketing    |                                              |


#### YEAR 2

- |                                |                                     |
|--------------------------------|-------------------------------------|
| - Business Communication       | - Entrepreneurship                  |
| - Macroeconomics               | - Introduction to Finance & Banking |
| - Financial Management         | - 4 electives subjects              |
| - Business Law                 | - Ethics and Moral 2                |
| - Management of Human Resource | - Holistic Personal Development     |
| - E-Commerce                   |                                     |



N/344/4/0385(04/22) MQA/FA 4998

## Diploma in Accounting

<b>Intakes</b>	January, March, June and September
<b>Duration</b>	2 Years (Full-Time)
<b>Course Location</b>	<p> UOW Malaysia KDU University College, George Town</p>

In the corporate world, presenting accurate and timely financial data is crucial in ensuring that you make the correct decisions and solve financial problems. Our program is designed to equip you with knowledge and familiarity with various aspects of business such as taxation and commercial law. We also include Business English in our syllabus so that you can communicate confidently with colleagues and business partners. If crunching numbers and balancing accounts is your forte, then this diploma is ideal for you.

### COURSE STRUCTURE

#### YEAR 1

- |                                            |                                              |
|--------------------------------------------|----------------------------------------------|
| - Writing & Referencing                    | - Principles of Management                   |
| - Critical Reading                         | - Taxation 1                                 |
| - Business Mathematics                     | - Introduction to Accounting                 |
| - Financial Accounting 1                   | - Microeconomics                             |
| - Personal Development & Leadership Skills | - Principles of Marketing                    |
| - Management Accounting 1                  | - Introduction to Audit                      |
| - Introduction to Personal Financing       | - Pengajian Malaysia 2                       |
|                                            | - Oral Communication 2 / Bahasa Kebangsaan A |

#### YEAR 2

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| - Accounting Information System | - Financial Accounting 3          |
| - Management Accounting 2       | - Business Ethics                 |
| - Macroeconomics                | - Corporate Social Responsibility |
| - Performance Management        | - Financial Management            |
| - Business Statistics           | - Taxation 2                      |
| - Business Law                  | - Entrepreneurship                |
| - Company Law                   | - Ethics and Moral 2              |
| - Financial Accounting 2        | - Holistic Personal Development   |

Educational partner:





N/345/6/0996(11/21) MQA/FA 8388

## Bachelor of Arts (Honours) Business Management

Studying Business and Management gives a deep insight of the organisations operations, quality, marketing and strategy. These skills are necessary to gain employment in most global organisations where deadlines are tight, and answers are needed quickly through information that is driven by data. You'll acquire the skills to make professional presentations with confidence and the ability to eventually manage effectively.

**Intakes**

January, June and September

**Duration**

3 Years (Full-Time)

**Course Location**

 UOW Malaysia KDU University College, Batu Kawan

### COURSE STRUCTURE

#### YEAR 1

- Writing & Referencing
- Critical Reading
- Microeconomics
- Macroeconomics
- Introduction to Accounting
- Business Statistics
- Principles of Management
- Principles of Marketing
- Organizational Behaviour
- Financial Management
- Business Ethics
- Hubungan Etnik
- TITAS

#### YEAR 2

- Business Law
- Management Decision Making
- Financial Accounting
- Buyer Behaviour
- Human Resource Management
- Sociology of Innovation
- Management Accounting
- Principles of Project Management
- Research & Consultancy Methods
- Digital Business and E-Commerce
- Specialisation 1
- Specialisation 2
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3

#### YEAR 3

- Research Project (Part A)
- Research Project (Part B)
- Consultancy Project Business (Part A)
- Consultancy Project Business (Part B)
- Contemporary Issues in Business and Management 1
- Contemporary Issues in Business and Management 2
- Leadership and High Performance Team
- Strategic Management
- Internship (3 months)
- Specialisation 3
- Specialisation 4
- Holistic Professional Development

#### SPECIALISATION: ENTREPRENEURSHIP

- Entrepreneur Finance
- Entrepreneurial Marketing
- Entrepreneurship
- Venture Creation

#### SPECIALISATION: MARKETING

- Branding
- Strategic Marketing Planning
- Marketing Communications 1
- Marketing Communications 2

#### SPECIALISATION: DIGITAL BUSINESS

- Intro to Business Analytics
- Big Data Analytics
- Digital Marketing
- Social & Web Analytics



N/345/6/0996(11/21) MQA/FA 8388

## Bachelor of Arts (Honours) Business Management (Dual Award Program)

Studying Business and Management gives a deep insight of the organisations operations, quality, marketing and strategy. These skills are necessary to gain employment in most global organisations where deadlines are tight, and answers are needed quickly through information that is driven by data. You'll acquire the skills to make professional presentations with confidence and the ability to eventually manage effectively.

**Intakes**

January, June and September

**Duration**

3 Years (Full-Time)

**Course Location**
 UOW Malaysia KDU University  
College, George Town

### COURSE STRUCTURE

#### YEAR 1

- Writing & Referencing
- Critical Thinking
- Microeconomics
- Macroeconomics
- Introduction to Accounting
- Business Statistics
- Principles of Management
- Principles of Marketing
- Organizational Behaviour
- Financial Management
- Business Ethics
- Hubungan Etnik
- TITAS

#### YEAR 2

- Business Law
- Management Decision Making
- Financial Accounting
- Buyer Behaviour
- Human Resource Management
- Sociology of Innovation
- Management Accounting
- Principles of Project Management
- Research & Consultancy Methods
- Digital Business and E-Commerce
- Specialisation 1
- Specialisation 2
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3

#### YEAR 3

- Research Project (Part A)
- Research Project (Part B)
- Consultancy Project Business (Part A)
- Consultancy Project Business (Part B)
- Contemporary Issues in Business and Management 1
- Contemporary Issues in Business and Management 2
- Leadership and High Performance Team
- Strategic Management
- Internship (3 months)
- Specialisation 3
- Specialisation 4
- Holistic Professional Development
- Philosophy of Management

#### SPECIALISATION: ENTREPRENEURSHIP

- Entrepreneur Finance
- Entrepreneurial Marketing
- Entrepreneurship
- Venture Creation

#### SPECIALISATION: MARKETING

- Branding
- Strategic Marketing Planning
- Marketing Communications 1
- Marketing Communications 2

#### Educational partners:



Graduates of a dual award degree program receive a degree award from both UOW Malaysia KDU Penang University College and our partner university. A dual award degree program constitutes completion of a single program of study and is differentiated from a double-degree.



N/345/6/1119(02/25) MQA/PA 11682

## Bachelor of Arts (Honours) International Business Management

<b>Intakes</b>	January, June and September
<b>Duration</b>	3 Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, Batu Kawan

This program offers students the opportunity to combine the study of key international business issues with the study of language and cultural issues. A further differentiating element of this program is the provision of business consultancy modules which provide students an understanding, and hands-on experience, of consultancy work from the perspective of both the client and the consultant. Students work closely with an external organisation on a “real-life” project in order to develop the skills needed to perform the assigned consultancy task. Besides, the student will be encouraged and supported in their third year spent outside of the Malaysia, which can be in a work placement, study abroad or a combination of both these activities.

### COURSE STRUCTURE

#### YEAR 1

- Writing & Referencing
- Critical Thinking
- Business Statistics
- Principles of Management
- Principles of Marketing
- Business Ethics
- Business Communication
- Microeconomics
- Organisational Behaviour
- Financial Management
- Hubungan Etnik
- TITAS

#### YEAR 2

- Macroeconomics
- Financial Market and Institutions
- International Marketing
- Global Business Environment
- Foreign Language 1
- Principles of Project Management
- International Business: Growth Strategies and Resourcing
- Research & Consultancy Methods
- Foreign Language 2
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3


#### YEAR 3

- Dissertation 1 / Undergraduate Consultancy Project 1
- Contemporary Issues in International Business 1
- Business Strategy
- International Operation Management
- Internship (3 months)
- Dissertation 2 /
- Undergraduate Consultancy Project 2
- International Business: Value Proposition and Premises of Innovation
- Strategic Management
- Sustainable Strategies
- Holistic Professional Development



N/344/6/0474(09/21) MQA/FA 8034

## Bachelor of Accountancy (Honours) (Dual Award Program)

<b>Intakes</b>	January, June and September
<b>Duration</b>	3½ Years (Full-Time)
<b>Course Location</b>	 UOW Malaysia KDU University College, George Town

This degree is ideal for those who thrive on numbers and have an eye for detail. Accounting is generally considered as the language and basic tool for businesses and as accountants, much hinges on the data you produce and present to directors, managers and even the CEO of a large listed company. As a professional accountant, it's likely you will be employed quickly following graduation. UOW Malaysia KDU offers you with the perfect opportunity to get a degree in accounting course in Penang, Malaysia.

### COURSE STRUCTURE

#### YEAR 1

- Business Mathematics
- Introduction to Accounting
- Business Ethics
- Microeconomics
- Principles of Management
- Accounting Information Systems
- Financial Accounting
- Business Statistics
- Business Law
- Macroeconomics
- Business Communication
- Hubungan Etnik
- TITAS

#### YEAR 2

- Financial Reporting 1
- Financial Reporting 2
- Audit & Assurance Services 1
- Audit & Assurance Services 2
- Corporate Governance & Social Responsibility
- Business Strategy
- Malaysian Company Law
- Organizational Behaviour
- Management Accounting
- Financial Management
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3

#### YEAR 3

- Taxation 1
- Taxation 2
- Advanced Financial Management 1
- Advanced Financial Management 2
- Advanced Management Accountancy 1
- Advanced Management Accountancy 2
- Advanced Financial Accountancy 1
- Advanced Financial Accountancy 2
- Contemporary Issues in Management
- Electives 1
- Holistic Professional Development

#### YEAR 4

- Internship (6 months)

### Educational partners:



Graduates of a dual award degree program receive a degree award from both UOW Malaysia KDU Penang University College and our partner university. A dual award degree program constitutes completion of a single program of study and is differentiated from a double-degree.



N/345/7/1095(02/26) MQA/PA 9512

## Master of Business Administration

<b>Intakes</b>	January, June and September
<b>Duration</b>	1 Year (Full-Time), 2 years (Part-Time)
<b>Course Location</b>	<p> UOW Malaysia KDU University College, George Town</p> <p> UOW Malaysia KDU University College, Batu Kawan</p>

The UOW Malaysia KDU Penang University College MBA program is tailored for aspiring managers and professionals with an ambition to become strategic leaders and change managers within their industrial environment. Our dedicated team of PhD and industry qualified academics will lead you on a journey that will empower you to be an effective manager in an increasingly dynamic business world. You will be challenged to simultaneously understand the complexity of the organizational and business environment while also developing the pragmatism that you need to succeed as a change manager. This program is ideally positioned for emerging managers transitioning in their careers or seeking to extend the effectiveness of an existing leadership role. Once you enroll with us, you will be challenged to critically reflect on your effectiveness and apply expert knowledge to real business problems. This experiential learning focus provides an opportunity for you to get involved in research activities which enhance your problem solving skills using contemporary scientific research methods.

### COURSE STRUCTURE

#### CORE

- Human Resources Management
- Finance, Cost, and Investment
- Strategic Marketing
- Managerial Economic
- Research Methodology
- Dissertation or Business Consultation Project
- Strategic Management

#### SPECIALISATION

- Fundamental of Business Analytics/ Managing in the Digital Economy
- Introduction to Big Data/ Operations Management and Supply Chain
- Strategic Systems Management/ Engineering Management Data Analysis
- Business Information System/ Project, Program and Portfolio Management
- Data Science Tools and Techniques/Project Management

#### ELECTIVES

- Data Analytics for Business Decision Making OR
- Creative and innovation in Entrepreneurship OR
- Services Marketing



N/340/7/0756(10/25) MQA/PA 9617

## Master of Business

<b>Intakes</b>	January, June and September
<b>Duration</b>	2-4 Years (Full-Time), 3-8 Years (Part-Time)
<b>Course Location</b>	<p> UOW Malaysia KDU University College, George Town</p> <p> UOW Malaysia KDU University College, Batu Kawan</p>

If you are ambitious to undertake a substantive independent research to get ahead personally and professionally, then you should enroll yourself in this Master of Business program. This research-focused master program has been designed particularly to enable you to improve your research skills and help you to make strategic business decisions through rigor research processes. You will be supervised by a research expert to explore the key areas of this discipline.

### COURSE STRUCTURE

#### CORE

- Research Methods
- Qualitative Methods\*
- Quantitative Methods\*
- Dissertation/Thesis

\* Student will need to choose either one of these subjects based on the research project.



N/340/8/0731(08/25) MQA/PA 9619

## Doctor of Philosophy (Business)

<b>Intakes</b>	January, June and September
<b>Duration</b>	Minimum. 3 Years, Maximum. 8 Years (Full-Time/Part-Time)
<b>Course Location</b>	<div style="display: flex; flex-direction: column; gap: 5px;"> <div style="display: flex; align-items: center;"> <div style="background-color: #ccc; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">GP</div> <div>UOW Malaysia KDU University College, George Town</div> </div> <div style="display: flex; align-items: center;"> <div style="background-color: #ccc; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">BKP</div> <div>UOW Malaysia KDU University College, Batu Kawan</div> </div> </div>

If you are committed to research that makes a difference not to philosophy but also practice of business themselves, then you should enroll yourself in this Doctor of Philosophy (Business) program. In this doctoral program, you will work towards producing a substantial work that makes novel contribution to the subject knowledge. You will conduct research under a supportive research environment and remained closely supervised by an academic expert. You will make original contribution to the key areas of this discipline.

### COURSE STRUCTURE

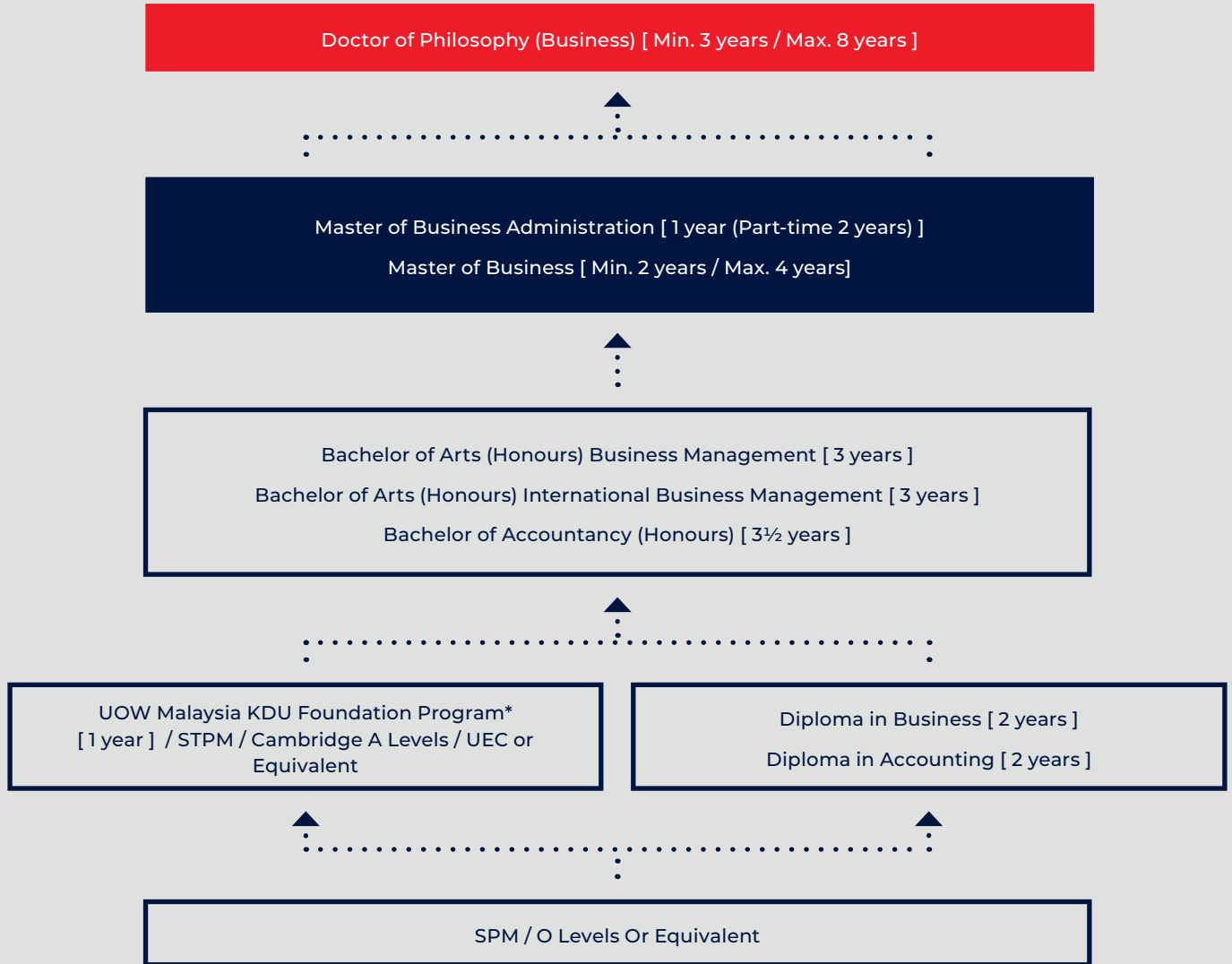
#### CORE

- Research Methods
- Qualitative Methods\*
- Quantitative Methods\*
- Dissertation/Thesis

\* Student will need to choose either one of these subjects based on the research project.



## Study Route



\* Specific foundation programs that meet the entry requirement



## Entry Requirement

DIPLOMA IN BUSINESS	
Academic Qualification	Requirement
SPM / O Levels / UEC	3 Credits

DIPLOMA IN ACCOUNTING	
Academic Qualification	Requirement
SPM / O Levels / UEC	3 Credits (including Mathematics)

BACHELOR OF ARTS (HONOURS) BUSINESS MANAGEMENT	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (EE) and Pass in Mathematics and English at SPM/ O Level
STPM	2 Principal Passes and Pass in Mathematics and English at SPM/ O Level
UEC	5 Credits (5Bs) and Pass in Mathematics and English at SPM/ UEC level
Diploma	Recognized Diploma with min. CGPA of 2.00
Foundation Studies	Pass with min. CGPA of 2.00

BACHELOR OF ARTS (HONOURS) BUSINESS MANAGEMENT (DUAL AWARD PROGRAM)	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (CC) and Credit in Mathematics at SPM/ O Level
STPM	2 Principal Passes and Credit in Mathematics at SPM/ O Level
UEC	5 Credits (5Bs) including Mathematics at SPM/ UEC level
Diploma	Recognized Diploma with min. CGPA of 2.00
Foundation Studies	Pass with min. CGPA of 3.00 and Credit in Mathematics at SPM level or equivalent

BACHELOR OF ARTS (HONOURS) INTERNATIONAL BUSINESS MANAGEMENT	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (EE) and Pass in Mathematics and English at SPM/ O Level
STPM	2 Principal Passes and Pass in Mathematics and English at SPM/ O Level
UEC	5 Credits (min. B6) and Pass in Mathematics and English at SPM/ UEC level
Diploma	Recognized Diploma with min. CGPA of 2.00
Foundation Studies	Pass with min. CGPA of 2.00

BACHELOR OF ACCOUNTANCY (HONOURS)	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (EE) and Credit in Mathematics at SPM/O Level
STPM	2 Principal Passes with min. Grade C+ (GP 2.33) and Credit in Mathematics at SPM level
UEC	5 Credits (5Bs) including Mathematics at SPM/UEC level
Diploma	Diploma in Accounting or related field with min. CGPA of 2.50 and Credit in Mathematics at SPM level
Foundation Studies	Pass with min. CGPA of 2.50 and Credit in Mathematics at SPM level

BACHELOR OF ACCOUNTANCY (HONOURS) (DUAL AWARD PROGRAM)	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (CC) and Credit in Mathematics at SPM/ O Level
STPM	2 Principal Passes with min. Grade C+ (GP 2.33) and Credit in Mathematics at SPM level
UEC	5 Credits (5Bs) including Mathematics at SPM/ UEC level
Diploma	Diploma in Accounting or related field with min. CGPA of 2.50 and Credit in Mathematics at SPM level
Foundation Studies	Pass with min. CGPA of 3.00 and Credit in Mathematics at SPM level

**– MASTER OF BUSINESS ADMINISTRATION**

Academic Qualification	Requirement
Bachelor Degree	<p>Completed with a min. CGPA of 2.50 or equivalent qualifications</p> <p>Candidates with below CGPA of 2.50 can be accepted with a min. of 5 years relevant working experience, subject to institutional approval.</p>

**– MASTER OF BUSINESS**

Academic Qualification	Requirement
Bachelor Degree	<p>A Bachelor's Degree in a business related field with minimum CGPA of 2.75 or equivalent, as accepted by the Senate; or</p> <p>A Bachelor's Degree in a business related field not meeting CGPA of 2.75 but above 2.50 or equivalent may be accepted, subject to the rigorous internal assessment (may include tests, interviews or portfolio); or</p> <p>A Bachelor's Degree in a business related field with CGPA below 2.50 or equivalent qualifications may be accepted subject to a minimum of 5 years working experience in relevant field.</p> <p>Other qualifications recognised by the government.</p>

**– DOCTOR OF PHILOSOPHY (BUSINESS)**

Academic Qualification	Requirement
Master Degree	<p>A Master's Degree in a business or related field as accepted by the Senate;</p> <p>Other qualifications equivalent to a Master's Degree as accepted by the Senate.</p>

\* Any other qualifications is subject to review and approval of certified transcripts. For a full listing of the entry requirements and other details on the respective programs, please scan the QR Code above or check with the counsellor.

\*\* Bahasa Kebangsaan A is compulsory for all Malaysian students that do not fulfil the following requirements:

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programs)