



GlobalNxt  
UNIVERSITY

# BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

Minimum programme Duration - 3 Years (9 Trimesters)

APEL  
ADMIS SION  
\*TERMS & CONDITION APPLY

MQA  
Approved  
Programmes

Globally  
Recognised  
Programmes

24+ Years  
of Online  
Teaching  
Expertise

12,000+  
Community  
of Learners

#InspiredByLearning



# Programme Highlight

## Core Competencies and Industry Readiness

Our Bachelor of Business Management programme is designed to equip you with essential core competencies and skills that are highly valued in today's competitive job market. From strategic thinking and problem-solving to leadership and communication, you'll develop a diverse skill set that prepares you to excel in various roles within the business world. With a curriculum aligned with industry standards and emerging trends, you'll graduate ready to make an immediate impact in your chosen field, armed with the knowledge, skills, and confidence needed to succeed.

## Tailored Curriculum

Our Bachelor of Business Management programme features a customized curriculum designed to meet the diverse needs and career goals of today's learners. From foundational business principles to specialized programme in areas like marketing, finance, and entrepreneurship, students have the flexibility to tailor their education to their interests and aspirations.

## Experienced Faculty

Our programme boasts a team of experienced faculty members who bring real-world expertise and industry insights into the virtual classroom. With their guidance, students gain practical knowledge and skills that are directly applicable to the dynamic business landscape.

## Interactive Learning Environment

Engage in a dynamic and interactive learning environment where you can collaborate with peers, participate in group discussions, and work on real-world case studies. Our innovative online platform fosters active learning, critical thinking, and meaningful engagement, ensuring that you get the most out of your educational experience.

## Flexible Study Options

Whether you're a working professional, a busy parent, or someone with a hectic schedule, our Bachelor of Business Management programme offers flexible study options to accommodate your lifestyle. With asynchronous coursework, on-demand resources, and the ability to study from anywhere, you can pursue your degree at your own pace, on your own terms.



**Level up your career today!**

Join the global community and start learning together.

# Where Knowledge Meets Leadership

Embark on a journey of academic excellence with ~~Global~~ **BBM** programme at

Beyond being a mere qualification, our BBM is a gateway to unlocking your potential as a future business leader.

At GlobalNxt University, we believe in nurturing a community of forward-thinkers and go-getters. This programme is tailored not just to impart knowledge but to instill a mindset of innovation and leadership. As a BBM student, you're not a passive learner; you're an active contributor to discussions that delve into the core of contemporary business challenges.

What sets us apart is our commitment to providing a holistic learning experience. Here, learning isn't confined to textbooks; it extends to real-world

case studies, collaborative projects, and invaluable ~~BBM~~ Page Friday, 1 March, 2024 12:05 PM website Page 1 confined to textbooks; it extends to real-world case studies, collaborative projects, and the invaluable insights you gain from your peers. Our BBM cohort comprises professionals with diverse backgrounds, bringing over a decade of work experience, with a substantial duration at managerial levels.

This diversity enriches your learning journey, providing perspectives that extend beyond traditional boundaries. Connect not only with your immediate peers but also with a robust alumni network spanning the globe. With alumni in over 72 countries, you're part of a dynamic community that supports and propels you forward in your professional journey. Assessment methods are designed to be dynamic, including engaging discussion forums, collaborative group projects, a comprehensive final integrated project, and final exams.

## Flexibility

Our Bachelor of Business Management programme offers flexible learning options, allowing students to study anytime, anywhere, and at their own pace. Whether you're a working professional, a busy parent, or someone with other commitments, our programme allows you to balance your studies with your personal and professional life.

## Personalized Learning Experience

We understand that every student has unique needs and learning styles. That's why our programme is designed to provide a personalized learning experience. With a variety of interactive online resources, engaging multi-media content, and dedicated support from instructors, you can tailor your learning journey to suit your individual preferences and goals.

## Practical Skills Development

Our Bachelor of Business Management programme focuses on practical skills development that prepares you for success in today's dynamic business world. From real-world case studies and hands-on projects to industry-relevant assessments and simulations, you'll gain the knowledge, skills, and experience needed to excel in your career.

## Accessibility with 24/7 Online Study

Our Bachelor of Business Management programme offers unparalleled accessibility with 24/7 online study options. Whether you're an early bird or a night owl, you can access programme materials, participated in discussions, and complete assignments at any time that suits your schedule. With the freedom to learn from anywhere with an internet connection, you can pursue your degree without sacrificing your other commitments.



## Programme Curriculum

# What is included in the programme?

### Year1

- ▶ Principles of Management
- ▶ Principles of Information Systems
- ▶ Principles of Marketing
- ▶ Microeconomics
- ▶ Introduction to Psychology
- ▶ Philosophy and Current Issues / Appreciation of ethics and civilization
- ▶ Integrity and Anti-Corruption
- ▶ Bahasa Melayu Komunikasi 2
- ▶ Financial Accounting
- ▶ Business Statistic
- ▶ Macroeconomics
- ▶ Financial Management
- ▶ Organizational Behaviour
- ▶ Business Ethics
- ▶ Research Methods for Business

### Year 2

- ▶ Business Analytics
- ▶ Project Management
- ▶ Entrepreneurship
- ▶ Global Business Strategy
- ▶ Contemporary issue in International business
- ▶ Global Marketing
- ▶ Service Marketing
- ▶ Human Resource Management
- ▶ International Human Resource Management
- ▶ Principles of Logistics Management
- ▶ Supply Chain Management

### Year 3

- ▶ Fundamentals of Technology Management
- ▶ Technology Project Management
- ▶ Data Analytics
- ▶ Data visualization
- ▶ Risk Management
- ▶ Fintech
- ▶ Strategic Management
- ▶ Big Data Analytics
- ▶ Cybersecurity

## Admission Eligibility Criteria

### Who is eligible?

- 01 A-levels/International Baccalaureate (IB)
- 02 Sijil Tinggi Persekolahan Malaysia (STPM)
- 03 Unified Examination Certificate (UEC)
- 04 Indian Standard XII Higher Secondary School Certificates
- 05 South Australian Matriculation (SAM)
- 06 Canadian Pre-University (CPU)

English Competency Requirement (International Student) Achieve a minimum Band 3 in MUET OR equivalent to CEFR (High B1)

English language proficiency score of IELTS 5.5 , TOEFL iBT 46, PTE 51, Linguaskill Online 160 or equivalent.

Add - A pass in Mathematics and English at SPM level or equivalent qualifications (English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)