



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِي سَلَامٌ، أَنْتَارَا بَحْسًا مَلِيْسِيَا

**KULLIYAH ECONOMIC AND MANAGEMENT SCIENCES
CURRICULUM STRUCTURE**

PROGRAM: Bachelor of Business Administration (BBA)

Effective Semester 1, 2021/2022

Components	Credit
University Required Courses	20
Kulliyyah Required Courses	36
Discipline Core Required Courses	42
Specialisation/Minor packages	21
Practical Training	3
Graduating credit hours	122

1) University Required Courses (20 Credit Hours)

Islamic Fundamental Knowledge

Course Code	Course Title	Credit
UNGS 1301	Basic Philosophy and Islamic Worldview	3
UNGS 2290	Knowledge & Civilization in Islam	2
UNGS 2380	Ethics and <i>Fiqh</i> of Contemporary Issues	3
TQTD 1002	Tilawah Al-Quran 1	0.5
TQTD 2002	Tilawah Al-Quran 2	0.5
LQAD 1003	Introduction to Arabic for <i>Quranic</i> Understanding 1	0.5
LQAD 2003	Introduction to Arabic for <i>Quranic</i> Understanding 2	0.5
CCUB 1061	Usrah 1	0.5
CCUB 1062	Usrah 2	0.5

Leadership Skills

Course Code	Course Title	Credit
LEED 1301	English for Academic writing	3
CCFM 2052	Family Management	0.5
CCLM 2051	Leadership	0.5
CCSS	Skill 1	0.5
1010/2010/3010	Skill 2	0.5
LMBD 1131	Bahasa Melayu 1*	1
LMBD 1132	Bahasa Melayu 2*	1

**Note: These two courses are for non-Malay speaking students.*

Sustainable Development

Course Code	Course Title	Credit
UNGS 1210	Sustainable Development: Issues, Principles and Practices	2
CCUB 2163	Usrah in Action 1 (SD: Community Profiling)	1
CCUB 3164	Usrah in Action 2	1

2) Kulliyah/Common Core Required Courses (36 Credit Hours)

Course Code	Course Title	Credit
MGMT 1301	Principles and Practice of Management	3
ECON 1301	Statistical Methods	3
ECON 1302	Mathematics For Economics And Business	3
ECON 1311	Principles of Microeconomics	3
ECON 1312	Principles of Macro Economics	3
ACCT 1311	Principles of Financial Accounting	3
ACCT 1321	Principles of Management Accounting	3
ICTM 1803	Information Technology	3
FINC 1301	Foundation of Islamic Finance	3
ECON 1321	Foundation of Islamic Economics	3
ECON 1331	Fiqh for Economist I	3
ECON 2332	Fiqh for Economist II	3

3) Discipline Core Courses (42 Credit Hours)

Course Code	Course Title	Credit
MKTG 2301	Marketing Principles	3
FINC 1302	Fundamentals of Financial Management	3
FINC 2302	Intermediate Financial Management (Pre-req: FINC 1302)	3
BLAW 3301	Malaysian Business Law (for ENM) (Pre-req: ACCT 1321; ECON 1311; ECON 1312. ECON 1301; ECON 1302; MGMT 1301; ICTM; 1803)	3
ENTR 3303	Entrepreneurship (Pre-req: ACCT 1311; FINC 1302; MKTG 2301)	3
MGMT 2305	Decision Science (Pre-req: ECON 1301; ECON 1302)	3
ACCT 1321	Principles of Management Accounting	3
MGMT 3301	Operations Management (Pre-req: MGMT 2305)	3
MGMT 2301	Organizational Behaviour (Pre-req: MGMT 1301)	3
MGMT 2302	Business Ethics (Pre-req: MGMT 1301)	3
MGMT 2303	Business Communication (Pre-req: MGMT 1301)	3
MGMT 4307	Management from an Islamic Perspective	3
MGMT 3302	Human Resource Management (Pre-req: MGMT 1301; MGMT 2301)	3
MGMT 4302	Strategic Management (Pre-req: MGMT 2305, MKTG 2301; FINC 1302; FIN 3011)	3
MGMT 4301	International Business (Pre-req: MGMT 1301; FINC 1302; ACC 2521; MKTG 2301)	3

4) Area of Specialisation (15 Credit Hours)**a) Specialisation Courses**

Students who wish to specialise in one of the following areas will have to take the core courses as listed

i. Human Resource Management

Course Code	Course Title	Credit
MGMT 4303	Training and Development (Pre-req: MGMT 3302)	3
MGMT 4304	Compensation Management (Pre-req: MGMT 3302)	3
MGMT 4305	Industrial Relations (Pre-req: MGMT 1301, MGMT 2301, MGMT 3302)	3

MGMT 4308	Organizational Change and Development (<i>Pre-req: MGMT 1301</i>)	3
MGMT 4309	Business Psychology (<i>Pre-req: MGMT 1301</i>)	3

ii. Marketing

Course Code	Course Title	Credit
MGMT 4302	Consumer Behavior (Pre-req : MKTG 2301)	3
MGMT 4303	Integrated Marketing Communication (Pre-req: MKTG 2301)	3
MGMT 4304	Retail Management (<i>Pre-req: MKTG 2301</i>)	3
MGMT 4305	Marketing Research (<i>Pre-req: MKTG 2301</i>)	3
MGMT 4306	International Marketing (<i>Pre-req: MKTG 2301</i>)	3

iii. Finance

Course Code	Course Title	Credit
FINC 3306	Investments (<i>Pre-req: FINC 2302</i>)	3
FINC 2305	Principles & Practices of Takaful (<i>Pre-req: FINC 1301</i>)	3
FINC 4304	Corporate Finance (<i>Pre-req: FINC 2302</i>)	3
FINC 4305	International Finance (<i>Pre-req: FINC 2302</i>)	3
FINC 4306	Financial Derivatives	3

iv. International Business

Course Code	Course Title	Credit
FINC 4305	International Finance	3
MGMT 4313	International Management	3
MGMT 4312	Cross-Cultural Management	3
MKTG 4306	International Marketing	3
MGMT 4314	International Business Strategy	3

v. Entrepreneurship

Course Code	Course Title	Credit
ENTR 4301	Social Entrepreneurship	3
ENTR 4302	New Business Venture	3
ENTR 4304	Venture Capital and Financing	3
ENTR 4305	Entrepreneurship and Innovation	3
ENTR 4306	Seminar on Issues in Entrepreneurship	3

vi. General Management

Course Code and Course Title	Credit hours
Any five (5) Core Courses from Human Resource Management, Marketing, Finance, International Business, and Entrepreneurship	15

Students will have to choose any TWO from the list of elective courses to complete another six (6) credit hours.

b) Elective Courses (6 Credit Hours)

Course Code	Course Title	Credit
MGMT 4310	Organizational Theory	3
MGMT 4311	Small Business Management	3
MGMT 4312	Cross-Cultural Management	3
MGMT 4306	Quality Management	3
MGMT 4317	Big Data for Managers	3
MGMT 4316	Sustainability: Society and Business	3
MKTG 4307	Services Marketing	3
MKTG 4308	Bank Marketing	3
MKTG 4309	Digital Marketing	3
MKTG 4310	Customer Relationship Management	3
MKTG 4311	Product Management	3
MKTG 4312	Responsible Consumption	3
ECON 2342	Islamic Banking & Finance	3
ECON 2341	The Economics Of Money, Banking And Financial System	3
ECON 4306	Forecasting for Economics & Business	3
ECON 4363	International Trade & Development	3
FINC 3303	Risk Management of Islamic Financial Institutions	3
FINC 2307	Personal Financing Planning	3
FINC 3305	Financial Statement Analysis	3
ACC 4542	International Taxation	3
ENTR 4307	Intrapreneurship	3
LE 4600	English for Occupational Purposes	3
INFO 2501	Management Information System	3
INFO 4504	Technopreneurship	3
INFO 3340	E- Commerce	3

Students who successfully complete these requirements, including Practical Training, and the fulfilment of total credit hours of 122 for graduation, will be considered by IIUM for the award of the degree of BBA (Human Resource Management) or BBA (Finance) or BBA (Marketing) or BBA (International Business) or BBA (Entrepreneurship) or BBA (General Management)

- 5) A student may not want to specialize in the listed area but may want to do a minor in an approved area. Three (3) areas are available for students to minor in –(i) Accounting, (ii) Information Systems (iii) IIUM Minor Packages and Free Elective Courses

BBA with Minor in Accounting

Students who wish to minor in Accounting must fulfil the following requirements:

- a. Students are required to get at least C+ in ACC 1001 Financial Accounting Fundamentals and ACC 1211 Management Accounting Fundamentals
- b. Students must complete the following seven (7) Core Courses

Course Code	Course Title	Credit
ACC 2102	Financial Accounting and Reporting 2	3
ACC 2203	Financial Accounting and Reporting 3	3
ACC 3104	Financial Accounting and Reporting 4	3
ACC 2112	Cost Management	3
ACC 4113	Decision Making and Control	3
ACC 2241	Taxation 1	3
ACC 2511	Auditing Fundamentals	3

Students who successfully complete all these requirements, including Practical Training, and with total credit hours of 122 for graduation will be considered by IIUM for the award of the degree of BBA (Minor in Accounting).

6) BBA with Minor in Information Technology

Students who wish to minor in Information Systems must fulfil the following requirements. The student must choose any seven (7) from the courses listed below

Course Code	Course Title	Credit
INFO 2302	Web Technologies (Pre-req: NIL)	3
INFO 2401	System Analysis and Design (Pre-req: CSC 1100)	3
INFO 4503	Information Resource & Strategic Management (Pre-req: INFO 3304, INFO 3501)	3
INFO 3501	Project Management in IT (Pre-req: INFO 2401)	3
INFO 3304	E-Commerce (Pre-req: INFO 2501)	3
INFO 2201	Multimedia Technology (Pre-req: INFO 2302)	3
INFO 3401	Human Computer Interaction (Pre-req: INFO 2401)	3

CSC 1501	Introduction to Software Engineering (Pre-req: CSC 1100)	3
INFO 1103	Database Systems	3
CSC 1100	Elements of Programming	3

Students who successfully complete all these requirements, including Practical Training, and with total credit hours of 122 for graduation will be considered by IUM for the award of the degree of BBA (Minor in Information Systems).

7) IUM Minor Packages and Free Elective Courses

IUM has implemented minor packages for all students as part of future direction of University curriculum structure in the new direction of flexible education. Thus, students who do not opt for specialisation or minor above may take up to seven (7) courses (21 credit hours) from the elective packages offered by other Kulliyahs.

8) MGMT 4315 Practical Training (3 Credit Hours)

All students are required to undergo twelve (12) weeks of practical training at organisations which are approved by the Department upon completion of all required courses. A written report on the practical training must be submitted to the Department and it will be graded on Pass or Fail basis.

