

# Bachelor in Entrepreneurship with Honours

KPT/JPT (N/345/6/1158) 01/27  
MQA/PA 15027

## Program Information

Fees: MYR 60,600

Duration: 8 Semesters / 3 Years

Mode: Full Time

Intakes: March & September



The Bachelor in Entrepreneurship with Honours is designed to develop creative, insightful and well-rounded global entrepreneur who serve diverse global market. The program objectives are geared to develop a creative, knowledgeable and skillful graduates which is in line with the goals of MISI University to offer world-class graduate and executive education programs. Students will be equipped with the knowledge and skills to be a global entrepreneur and will be trained to be ready to face a real industry life, whether they work for a company, startup or pursue their entrepreneurial ambitions.

## About MISI University

Formerly known as Malaysia Institute for Supply Chain Innovation (MISI) was launched as a joint initiative between the Massachusetts Institute of Technology (MIT) and the government of Malaysia on March 22, 2011 until January 13, 2022. MISI University focus is on education, research, and corporate outreach activities in supply chain management and logistics. MISI University is wholly owned by Malaysia Logistics Innovation Berhad (936566-D) a subsidiary of Universiti Teknologi MARA (UiTM).

## What sets the program apart

- Graduates will be able to apply business, management and global entrepreneurship knowledge in the global market.
- Graduates will demonstrate the ability of problem solving and scientific skills with good leadership and communication qualities within the relevant business environment.
- Graduates will participate in self-directed lifelong learning and innovatively manage resource the challenges in the national and international business environment.
- Graduates will demonstrate positive values, attitudes and professionalism in engaging with society and stakeholders.

Apply now by scanning the QR Code





## PROGRAM STRUCTURE

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### YEAR 1

- Principles of Accounting
- Principles of Marketing
- Principle of Management
- Introduction to Entrepreneurship
- Global Market Places
- Principles of Economics
- Financial Management
- Human Resource Management
- New Venture Creation
- Managing a Start-up
- Entrepreneurial Internship (1)

### YEAR 2

- Business and Professional Communication Skills
- Business Research
- Finance for Entrepreneurs
- Marketing and Sales for Start-up
- Technology for Entrepreneurs
- Business Information Systems
- Business Law
- Starting a Business in Malaysia
- Entrepreneurial Marketing
- Technology Ventures
- Entrepreneurial Internship (2)

### YEAR 3

- Strategic Management
- Business Analytics
- International Trade
- International Business Negotiations
- Social Entrepreneurship
- Introductory Mandarin
- Innovation Management
- Ventures for Developing Market
- Global Business Strategy

## ENTRY REQUIREMENTS

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### For Local Student Candidate

- Pass STPM from any recognized institution, minimum CGPA 2.00, and minimum grade C in any 2 subjects
- Pass STAM from any recognized institution and minimum grade Jayyid
- Pass UEC from any recognized institution and minimum grade B in any 5 subjects
- Pass Pre-University (A-Level/equivalent) from any recognized institution, and minimum grade D in any 2 subjects
- Pass Foundation/Matriculation from any recognized institution and minimum CGPA 2.00
- Pass Diploma / Advanced Diploma / Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) from any recognized institution and minimum CGPA 2.00
- Pass APEL (A) T6
- Pass MUET with minimum Band 2

### For International Student Candidate

- Equivalent qualifications recognized by the Malaysian Government and Malaysia Qualification Agency (MQA)
- IELTS Band Score 6, OR TOEFL Total Score 70/120, OR MUET Band 3

## CAREER PROSPECT

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Sales . Business Management . Research and Development . Social Media Management . Financial Advisor . Marketing Manager . Business Consultant