

# Bachelor in Entrepreneurship (Fashion) with Honours

KPT/JPT (N/345/6/1154) 01/27  
MQA/PA 15029

## Program Information

Fees: MYR 41,800 (Malaysian)

MYR 59,600 (International)

Financing: Financial aid for qualified students

Duration: 8 Semesters / 3 Years

Mode: Full Time

Intakes: March & September



The Bachelor in Entrepreneurship (Fashion) with Honours is designed to develop creative, insightful and well-rounded fashion entrepreneurs who serve a diverse global market. Students will be equipped with the knowledge and skills to be a fashion entrepreneur and will be trained to be ready to face a real industry life, whether they artwork 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).

Apply now by scanning the QR Code



## What sets the program apart

- Graduates will be able to apply business, management and global entrepreneurship knowledge in the global market specifically in fashion industry.
- Graduates will be able to demonstrate the ability of problem solving and scientific skills with good leadership and communication qualities within the relevant business environment.
- Graduates will be able to obtain extensive knowledge using latest technology in designing. Students will become skilled fashion designers with fashion technological knowledge in the ever-evolving fashion world.
- Graduates will be able to get understanding of the fashion business, from design concept to manufacturing, as well as the branding and marketing of the end product.



## PROGRAM STRUCTURE

---

### YEAR 1

- Principles of Accounting
- Principles of Marketing
- Principle of Management
- Introduction to Entrepreneurship
- Appreciation of Apparel Heritage in Malaysia
- Principles of Economics
- Finance for Entrepreneurs
- Human Resource Management
- Managing a Start-up
- Fashion Forecasting and Global Sourcing
- Entrepreneurial Internship 1

### YEAR 2

- Business and Professional Communication Skills
- Business Information Systems
- Entrepreneurship and Innovation
- Operation Management
- Apparel Design Fundamental
- Basic Pattern Manufacturing
- Marketing Research
- Business Law
- Starting a Business in Malaysia
- Digital Entrepreneurship
- Product Innovation and Manufacturing
- Degree Project

### YEAR 3

- Strategic Marketing
- Business Analytics
- Global Market Places
- Brand Management
- Fashion Retail Management
- Entrepreneurial Ethics
- Technology for Entrepreneurs
- Fashion Communication

## ENTRY REQUIREMENTS

---

### 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

---

Product Development . Fashion Marketing . Entrepreneur . Retail Buyer . Retail Manager . Retail Merchandiser . Chief Merchandiser . Fashion Buyer . Vendor Analyst . Fashion Consultant . Fashion Designer . Stylist . Textile Designer . Visual Merchandiser