

SSPB PROGRAMME ACADEMIC BRIEFING S2 2025/2026

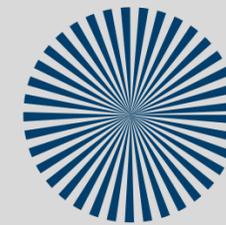
**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS) WITH HONOURS**

DELIVERED BY:
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HEAD OF PROGRAMME
CENTRE FOR DEGREE & FOUNDATION STUDIES (PPI) SPACE-UTM

GENERAL PROGRAMME INFORMATION



Program Name and Final Award:
Bachelor of Business Administration
(International Business) with Honours



Mode of Study:
Conventional



Awarding Institution:
Universiti Teknologi Malaysia



Mode of Operation:
Own



Language of Instruction:
Malay and/or English



Study Scheme:
Full-Time / Part Time

DURATION AND SEMESTER STRUCTURE

Minimum Duration:

- 8 Semesters (4 Years)

Maximum Duration:

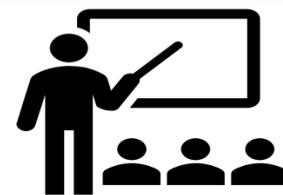
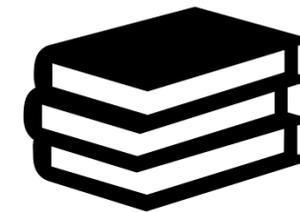
- 12 Semesters (6 Years)

Semester Types:

- Long Semester: 14 Weeks (Full-Time & Part-Time)
- Short Semester: (Part-Time Only)

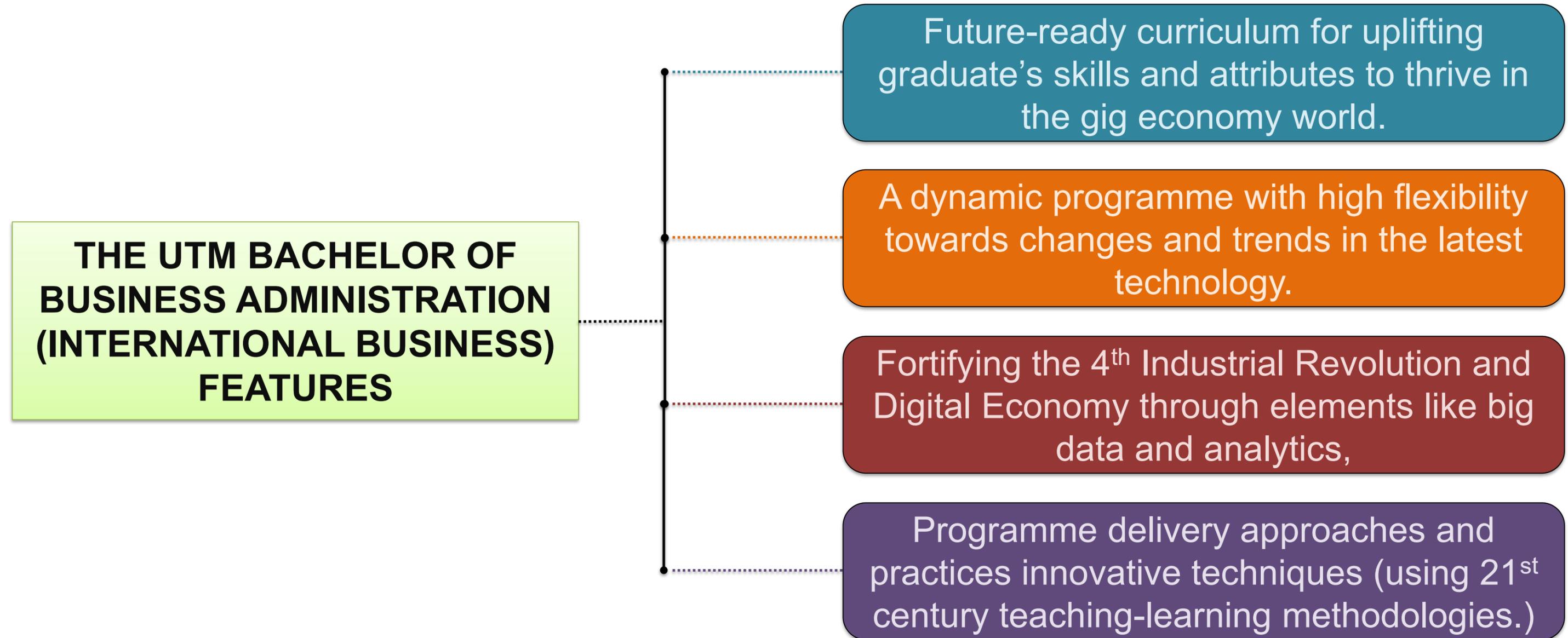
PROGRAM SYNOPSIS

Through this program, students learn about **strategy and ethics as well as understand insights into developing products, services across cultures and national borders**. They will also be equipped with updated knowledge and industry-driven foresights to operate in an international business environment.



At the end of the program, **undergraduate students can initiate their own start-ups, enabling to work in cosmopolitan corporations, or to be a trendsetter in global industry.**

PROGRAM FEATURES



GENERAL ENTRY REQUIREMENTS

01

STPM

Pass SPM with Credit in Bahasa Melayu / Bahasa Melayu July Paper, Pass in Mathematics, History and English.

3 subjects with minimum Grade C (NGMP 2.00 (Including General Studies)

MUET Band 1

02

STAM

Pass SPM with Credit in Bahasa Melayu / Bahasa Melayu July Paper, Pass in Mathematics, History and English.

Minimum Jayyid Grade

MUET Band 1

03

Matriculation/ Foundation

Pass SPM with Credit in Bahasa Melayu / Bahasa Melayu July Paper, Pass in Mathematics, History and English.

CGPA \geq 2.00

MUET Band 1

GENERAL ENTRY REQUIREMENTS (CONT.)

04

Diploma

Pass SPM with Credit in Bahasa Melayu / Bahasa Melayu July Paper, Pass in Mathematics, History and English.

Recognized equivalent qualification

CGPA \geq 2.00

MUET Band 1

05

APEL A

Pass SPM with Credit in Bahasa Melayu / Bahasa Melayu July Paper, Pass in Mathematics, History and English.

Pass APEL A

MUET Band 1

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Graduates who are innovative and entrepreneurial, equipped with career competencies, knowledgeable in international business administration, and able to adapt to changes aligned with the Fourth Industrial Revolution.

Graduates who are capable of managing international business organizations effectively, responsibly, and ethically in line with rapid global development, while continuously contributing to economic, community, and societal development.

Graduates who are able to engage in advancing the digital age and contribute to the sustainability of the international business ecosystem.

Graduates with integrity, leadership, and interpersonal and cross-cultural communication skills to function effectively in a global business environment.

Graduates who are committed to continuous self-development and lifelong learning to enhance both professional and personal competencies.

PROGRAMME LEARNING OBJECTIVES (PLO) OVERVIEW (BASED ON MQF 2.0)

CLUSTER	PLO	MQF 2.0 DOMAIN	PROGRAMME LEARNING OUTCOME DESCRIPTION
1. Knowledge and Understanding	PLO 1	Domain 1: Knowledge and Understanding	<ul style="list-style-type: none"> Demonstrate comprehensive understanding of concepts, principles, and practices in international business, and relate them to real-world applications.
2. Cognitive Skills	PLO2	Domain 2: Cognitive Skills	<ul style="list-style-type: none"> Apply critical, analytical, and reflective thinking skills to identify, evaluate, and solve issues and challenges within international business organisations.

PROGRAMME LEARNING OBJECTIVES (PLO) OVERVIEW (BASED ON MQF 2.0) (CONT.)

CLUSTER	PLO	MQF 2.0 DOMAIN	PROGRAMME LEARNING OUTCOME DESCRIPTION
2. Functional Work Skills	PLO3	Domain 3: Practical Skills	<ul style="list-style-type: none"> Perform business-related tasks and operational procedures professionally using appropriate technical and practical skills in dynamic and ethical settings.
	PLO4	Domain 4: Interpersonal Skills	<ul style="list-style-type: none"> Build effective collaborative relationships with diverse stakeholders using interpersonal skills within culturally diverse global environments.
	PLO5	Domain 5: Communication Skills	<ul style="list-style-type: none"> Convey information, ideas, and arguments clearly, accurately, and convincingly through oral and written communication in professional and multicultural contexts.
	PLO6	Domain 6: Digital Skills	<ul style="list-style-type: none"> Utilise digital technologies, business software, and current applications effectively to support international business operations and strategies.
	PLO7	Domain 7: Numeracy Skills	<ul style="list-style-type: none"> Interpret, analyse, and apply numerical, financial, and statistical data to support accurate decision-making in a business context.
	PLO8	Domain 8: Leadership, Autonomy and Responsibility	<ul style="list-style-type: none"> Demonstrate leadership, decision-making, and accountability in managing tasks and functioning effectively within a team.

PROGRAMME LEARNING OBJECTIVES (PLO) OVERVIEW (BASED ON MQF 2.0) (CONT.)

CLUSTER	PLO	MQF 2.0 DOMAIN	PROGRAMME LEARNING OUTCOME DESCRIPTION
4. Personal and Entrepreneurial Skills	PLO 9	Domain 9: Personal Skills	<ul style="list-style-type: none"> Identify personal strengths and weaknesses and demonstrate commitment to continuous personal and professional development.
	PLO10	Domain 10: Entrepreneurial Skills	<ul style="list-style-type: none"> Demonstrate creative and innovative thinking and apply entrepreneurial skills in solving problems and creating new business opportunities.

PROGRAMME LEARNING OBJECTIVES (PLO) OVERVIEW (BASED ON MQF 2.0) (CONT.)

CLUSTER	PLO	MQF 2.0 DOMAIN	PROGRAMME LEARNING OUTCOME DESCRIPTION
5. Ethics and Professionalism	PLO 11	Domain 11: Ethics and Professionalism Skills	<ul style="list-style-type: none">Apply ethical principles, professionalism, and social responsibility in business decision-making and task execution.

CLASSIFICATION OF COURSES

CLASSIFICATION	CREDIT HOURS	PERCENTAGE (%)
University Compulsory Courses	16	13
Common Core Courses	42	34
Discipline Core Courses	36	29
Programme Specialisation Courses	30	24
TOTAL	124	100

CLASSIFICATION OF COURSES (CONT.)

16	42	36	30
CREDIT	CREDIT	CREDIT	CREDIT
UNIVERSITY COMPULSORY COURSES 13%	COMMON CORE COURSES 34%	DISCIPLINE CORE COURSES 29%	PROGRAMME SPECIALIZATION COURSES 24%
TOTAL 124 CREDIT <i>for graduation</i>			

PROGRAMME STRUCTURE SSPB

YEAR 1

SEMESTER 1			SEMESTER 2		
COURSE CODE	COURSE NAME	CREDIT	COURSE CODE	COURSE NAME	CREDIT
***ULRS 1022	Philosophy and Current Issues	2	ULRS 1032	Integriti dan Anti Rasuah	2
***UHLM 1012	Malay Language for Communication 2	2	ULRS 1182	Appreciation of Ethics & Civilization	2
SSPB 1143	Financial Accounting	3	***UHLB 1112	English Communication Skills	2
SSPB 1153	Microeconomics	3	SSPB 1113	Business Law	3
SSPB 1163	Principles of Management	3	SSPB 1123	Business Mathematics	3
SSPB 1173	Principles of Marketing	3	SSPB 2143	Macroeconomics	3
TOTAL CREDITS		14	TOTAL CREDITS		13

Note: International student is compulsory to enrol ULRS 1022 and UHLM 1012

Note: Student with MUET Band 4 are exempted from UHLB 1112

PROGRAMME STRUCTURE SSPB (Cont.)

YEAR 2

SEMESTER 3			SEMESTER 4		
COURSE CODE	COURSE NAME	CREDIT	COURSE CODE	COURSE NAME	CREDIT
ULRF 2XX2	Service-Learning Elective & Community Engagement	2	UHLB 2122	Professional Communication Skills I	2
SSPB 1183	Financial Management	3	SSPB 2123	Human Resource Management	3
SSPB 2113	Organizational Behaviour	3	SSPB 2223	Global Marketing	3
SSPB 2133	International Business	3	SSPB 2243	Foreign Market Entry	3
SSPB 2213	International Business Communication	3	SSPB 3233	International Trade Framework	3
TOTAL CREDITS		14	TOTAL CREDITS		14

PROGRAMME STRUCTURE SSPB (Cont.)

YEAR 3

SEMESTER 5			SEMESTER 6		
COURSE CODE	COURSE NAME	CREDIT	COURSE CODE	COURSE NAME	CREDIT
SSPB 2233	International Business and Global Strategies	3	UHLX 1112	Foreign Language Electives	2
SSPB 3313	Operational Management	3	UHLB 3132	Professional Communication Skills II	2
SSPB 3213	The Foreign Exchange Market	3	SSPB 3113	Research Methodology	3
SSPB 3223	International Business Negotiation	3	SSPB 3243	Big Data for International Business	3
SSPB 3333	Total Quality Management	3	SSPB 3353	Technopreneurship	3
SSPB 3343	International Supply Chain	3	SSPB 4112	Final Year Project I	2
			SSPB 4213	International Investment	3
TOTAL CREDITS		18	TOTAL CREDITS		18

PROGRAMME STRUCTURE SSPB (Cont.)

YEAR 4

SEMESTER 7

SEMESTER 8

COURSE CODE	COURSE NAME	CREDIT	COURSE CODE	COURSE NAME	CREDIT
ULRS 3032	Entrepreneurship & Innovation	2	SSPB 3323	Corporate Entrepreneurship	3
SSPB 3123	Strategic Management	3	SSPB 3363	Safety and Health at Work	3
SSPB 4124	Final Year Project II	4	SSPB 4313	Project Management and Financing	3
SSPB 4223	Global Financial Management	3	SSPB 4323	Contemporary Marketing	3
SSPB 4233	International Business Law	3	SSPB 4353	Crisis Management	3
SSPB 4343	Commercialization and Technology Transfer	3			
TOTAL CREDITS		18	TOTAL CREDITS		15

21ST CENTURY LEARNING ELEMENTS

TEACHING-RESEARCH NEXUS

- i. SSPB 3213 Research Methodology
- ii. SSPB 4112 Final Year Project 1
- iii. SSPB 4124 Final Year Project 2

CORNERSTONE COURSES

- i. SSPB 1163 Principles of Management
- ii. SSPB 1183 Financial Management

CAPSTONE COURSES

- i. SSPB 3123 Strategic Management

DIGITAL TECHNOLOGY INTEGRATION

- i. SSPB 3243 Big Data for International Business
- ii. SSPB 3213 Research Methodology

NALI

- i. All courses use at least ONE (1) NALI approach

ACADEMIC SERVICE LEARNING (SULAM)

- i. ULRF 2XX2 Service Learning & Community Engagement Courses
- ii. SSPB 2213 International Business Communication

FIRST YEAR SEMINAR/PROJECT

- i. SSPB 1173 Principles of Marketing

COMPUTATIONAL THINKING

- i. SSPB 1123 Business Mathematics
- ii. SSPB 3243 Big Data for International Business
- iii. SSPB 3313 Operational Management



BLENDED & FLIPPED LEARNING

- i. SSPB 2233 International Business & Global Strategies
- ii. SSPB 3223 International Business Negotiation

FUTURISTIC LEARNING SPACES

- i. SSPB 3243 Big Data for International Business

ASSESSMENT METHODS

Coursework-Based Courses:

- 60% Coursework
- 40% Final Exam

Final Year Project / Dissertation:

- 100% Coursework

Graduation Requirement:

- Minimum CGPA of 2.00 and 124 total credit hours

ACADEMIC STANDING

- Performance of students is evaluated based on TWO (2) measurements namely PNG and PNGK which are as follows:

$$\text{PNG} = \frac{\text{Total Grade Point per semester}}{\text{Total No. of Exempted Credit per Semester}}$$

AND

$$\text{PNGK} = \frac{\text{Total Grade Point for all semesters}}{\text{Total No. of Credit Counted for All Semesters}}$$

ACADEMIC STANDING (CONT.)

- The academic standing of a student at the end of every semester is based on the PNGK below:

ACADEMIC STANDING	PNGK
Good Status (KB)	$\text{PNGK} \geq 2.00$
Probation Status (KS)	$1.70 \leq \text{PNGK} < 2.00$
Fail Status (KG) Study Terminated	$\text{PNGK} < 1.70$

ACADEMIC STANDING (CONT.)

- For student to be entitled First-Class Award, student must achieve 3.67 for PNG (current semester) and PNGK (cumulative semester):

1.0 DEAN'S LIST

- 1.1 Students who obtain a **Semester GPA (PNG) of 3.67 and above** will be awarded the **Dean's List Certificate** for that semester, provided that they **register for at least TWELVE (12) credits**, excluding courses with the status of **Attendance Only (HS)**, **Compulsory Attendance (HW)**, **Grade Repeat (UG)**, and **Course Repeat (UK)**.

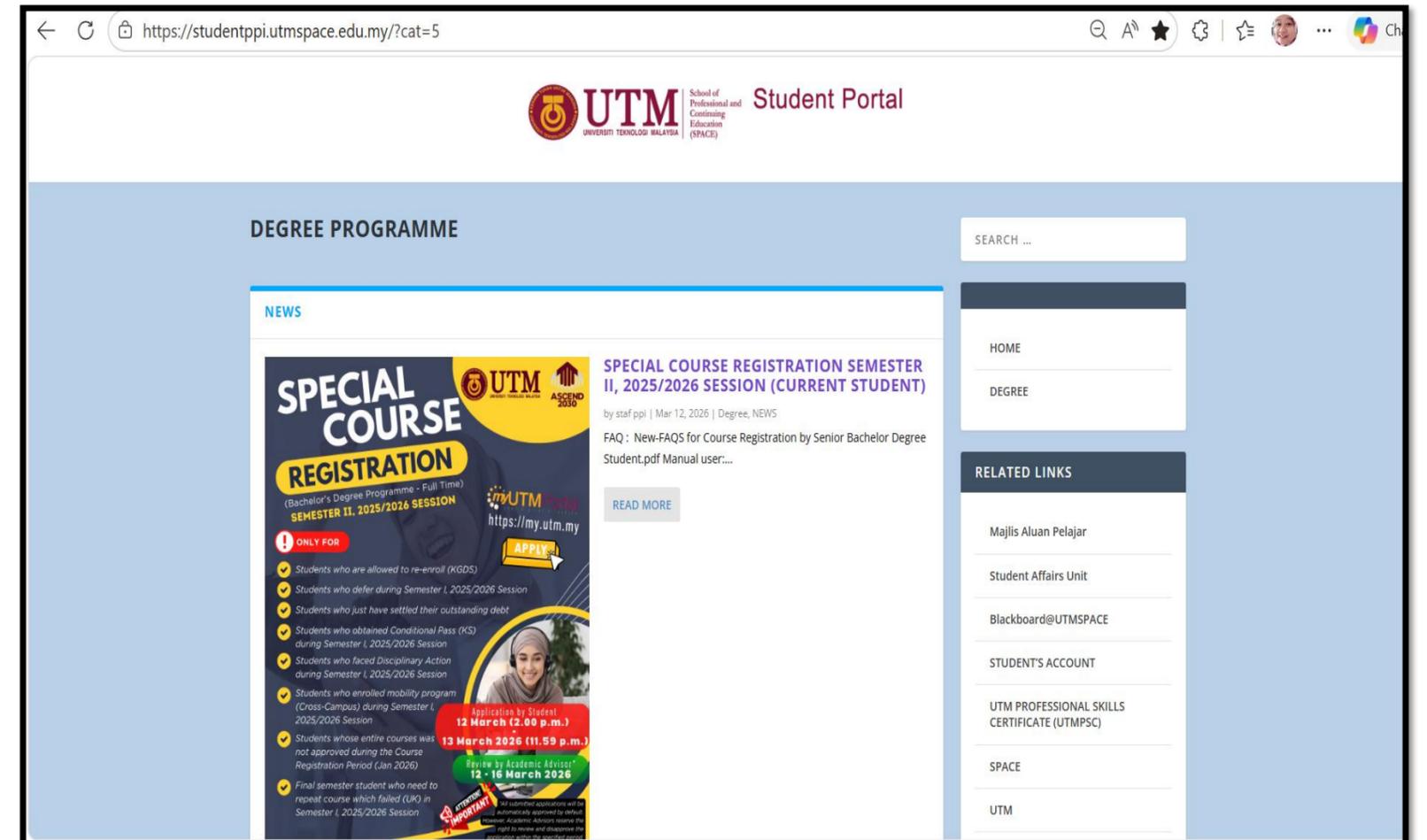
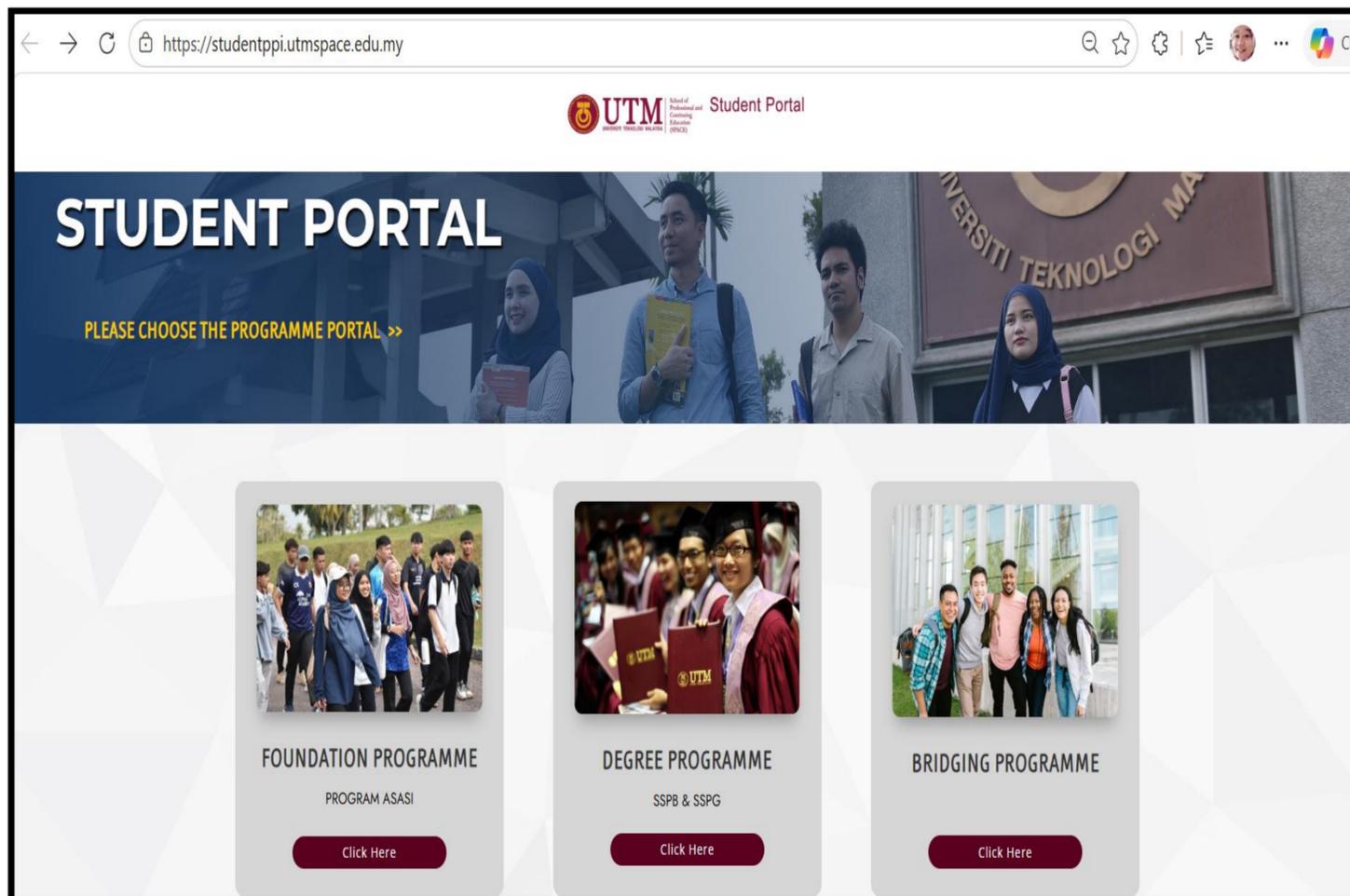
GRADING SYSTEM

- The performance of a student in a course is represented by the grade obtained.
- The relationship between the marks, grade and grade point is as listed in the Table.
- The passing grade of a course is subject to the requirements of the faculty with the Senate's approval.
- Generally, **Grade D+ is the minimum passing grade.**

Marks	Grade	Evaluation Point
90-100	A+	4.00
80-89	A	4.00
75-79	A-	3.67
70-74	B+	3.33
65-69	B	3.00
60-64	B-	2.67
55-59	C+	2.33
50-54	C	2.00
45-49	C-	1.67
40-44	D+	1.33
35-39	D	1.00
30-34	D-	0.67
00-29	E	0.00

STUDENT PORTAL

□ Student Portal for Degree Students



COURSE REGISTRATION FOR NEW STUDENTS

- ❑ Student need to register the courses with Code & Section as determined by Faculty. Kindly refer to the instructions and course listings given by the Faculty.
- ❑ Student can refer Manual Course Registration for [New Student Course Registration.](#)

CREDIT TRANSFER/ CREDIT EXEMPTION

- ❑ Credit Transfer is the course's credit given to students who have passed the course taken at other recognized IHLs (Institute of Higher Learning) during their duration of study at the University.
- ❑ Students can apply for Credit Exemption and/or Credit Transfer of any course based on the specified Rules and Regulations.
 - ❑ Passing Grade - A minimum of Grade C
 - ❑ Courses that are given Credit Transfer must be equivalent to the courses in the curriculum of the programme pursued at the University with regards to calculation of academic load and credit value.
 - ❑ The contents of the course considered for Credit Exemption and Credit Transfer must be equivalent to the similar course in the present curriculum of the programme pursued. The contents of the course should be the same or not less than 80% of the similar course in the University.

Documents to be submitted:

- ❑ Upload **certified** course outline / course information from your previous institution, academic transcript, and scroll
- ❑ Credit transfer for this semester must be **submitted before 27th Mac 2026**.

ACADEMIC MISCONDUCT

- ❑ Students who have committed academic misconduct or wrongdoing will be penalized according to the Universities and University Colleges Act, 1971, Universiti Teknologi Malaysia (Discipline of Students) Rules 1999 or any forms of actions determined by the University.
- ❑ The following are considered as academic wrongdoing:-
 - ❑ copying/plagiarizing such as copying phrases, ideas or information without citing the original source; or
 - ❑ committing misconduct and behaving suspiciously during an examination; and/or
 - ❑ any forms of behavior or attempts at cheating other than those mentioned above.

ATTENDANCE

- ❑ Students must attend all forms of scheduled learning activities (lectures/practical/studio etc.) - **Failure to attend must be informed before hand.**
- ❑ Students must attend not less than **80%** of scheduled face-to-face learning activities in ONE (1) semester.
- ❑ Students who do not fulfill the conditions listed above without valid reasons accepted by the university will **not be allowed to attend subsequent learning activities and sit for any form of assessment.**
- ❑ **ZERO (0)** mark will be awarded for the said courses; or Fail [HG] for compulsory audit courses [HW]; and courses registered as audit [HS] will not be recorded in the transcript.

EXPECTATION

Attend class

Manage time well,
discuss with your AA
in case of any time
management issues

Check your email, e-
learning, student
portal regularly for
updates related to
your study

Read and be
responsible of the
student handbook

Stay informed and
communicate regularly

COACHING AND GUIDANCE

Academic Advisor (AA)

- Students will be assigned to specific AA that will guide them throughout their studies.
- AA will assist student regarding:
 - Program structure
 - Course registration
 - Adaptation to higher education learning
 - Advise on students' performance
 - Information on credit transfer

CAREER PROSPECT

International
Business
Consultant

Global
Marketing
Manager

International
Sales
Manager

International
Trade
Specialist

Global Supply
Chain
Manager

International
Financial
Analyst

International
Business
Development
Manager

Management
Consultant

CAREER PROSPECT (CONT.)

Human
Resource
Manager

Marketing
Manager

International
Entrepreneur

Trade
Compliance
Officer

Import
Manager

Operations
Manager

Sales
Manager

**Terima
Kasih
谢谢你**



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