

马来亚大学 Universiti Malaya (UM)	
商业管理及会计学院 Fakulti Perniagaan dan Perakaunan	
科系（华）	工商与管理学士学位
科系（巫）	Ijazah Sarjana Muda Pentadbiran Perniagaan
科系（英）	Bachelor of Business Administration
修读年数	3 年 6 学期
学分	至少 106 个学分
科系简介	此科系旨在提供商业行政管理技能予学生以迎合管理业和企业的需求。商业行政管理即是如何运用一家商业团体（公司）的资源（工人、金钱、机器等）去达成这个团体的目标（利润）。 学生须学习有关管理的理论与技巧，例如如何有效地分配人力（员工）及金钱，如何做最明确的决策等。同时，一些商业的知识如商业道德、商业法律、市场调查学、投资学等都是学生所须掌握的。 此工商管理学士课程让学生能够涉足各个职业领域，包括营销、财务、人力资源、旅游、接待、制造和信息系统等。
工业实习	在第六个学期实习六个月
鉴定资格	无
就业机会	- 行政总监 - 公司经理 - 零售经理 - 百货公司经理 - 人力资源经理 - 公共关系专家
积分	Link

修读学科:

University Course

- Ethnic Relationships
- TITAS
- Fundamental of Entrepreneurship Culture
- English for Communication
- Co-curriculum
- Information Skills

Department of Business Policy and Strategy

- Introduction to Accounting
- Principals of Management
- Management Information System
- Human Resource Management
- Business Communication
- Principals of Marketing
- Managerial Economics I
- Managerial Economics II
- Business Statistics
- Quatitative Analysis for Business
- Production Management
- Financial Managment
- Business Research
- Business Law
- Business Ethics
- Strategic Management
- Corporate Finance
- International Business Management
- Management Accounting

Faculty Elective Courses

- Entreprenueurship
- Organisational Behavior
- Legal Aspect of Banking
- Industrial Relations
- Leardership
- Company Law

Department of Marketing and Information Systems

- Consumer Behavior
- Management Science
- Retailing
- E-Commerce
- Business Application Development
- Electronic Marketing
- Business Data Communication
- Global Marketing

- Service Management
- Hotel Management
- Tourism Management
- Intergrated Marketing Communications
- Service Marketing
- Supply Chain Management
- Performance Measurement System
- Decision Analysis

Department of Finance and Banking

- Money and Banking
- Islamic Finance
- Financial Econometrics
- Mathematics for Finance
- Treasury Management
- Applied Financial Planning
- Risk Management and Insurance
- Investment
- Derivatives Market
- Bank Management
- Financial Markets and Institutions
- International Finance

Department of Management Accounting and Taxation

- Fundamentals of Malaysian Taxation

