



MANAGEMENT AND MARKETING

KNOW MARKETING & MANAGEMENT IN THE WORLD OF BUSINESS

Marketing and management strategies are used widely, and involve creating communication and value for a product or service. Consumer trends move at a heightened pace, and therefore it is imperative that research and data analysis on pricing, methods of promotion, location, logistics and human resources are being conducted consistently.

In world where options are numerous and public opinion counts, marketing and management experts have to learn to develop strategies that are in line with the times, that take into account brand penetration, market development, product improvement as well as diversification of services.

Marketing and management involve many areas of study, with each part enhancing the understanding of how a product or service should be managed and marketed. These areas of study include advertising and brand management, statistics and customer behaviour, as well as areas such as international business and business communication.

Business courses such as marketing and management are some of the most popular worldwide, at both the undergraduate and graduate level. These courses range from broad and comprehensive to focussed specialisations. One reason for the popularity of these programmes are their extensive appeal in the corporate world and their adaptability in various areas of business.

Students pursuing marketing and management programmes should be primed for a truly enriching journey of the business world, learning skills and accumulating knowledge that will equip them to be significant contributors to businesses, companies and economies.

WE OFFER

Diploma in Business Administration

JPT/BPP(R2/345/4/0454)04/24, (MQA/A4997)

This established and internationally recognised Diploma programme develops the understanding of the business environment and equips students with the skills and knowledge in business. Students will also be introduced to the fundamentals of business administration, economics, business management, marketing, business law, finance and business communications.

B.B.A (Hons) in Human Resource Management

JPT/BPP(R2/345/6/0294)08/23, (MQA/A9108)

This course is designed to provide students with the vital knowledge, skills, techniques and expertise focusing on the management of the most vital asset in an organisation. Here, students would be trained to become qualified and competent professionals in Human Resource Management and would also learn how to create a working environment in which employees will be motivated and productive.

Bachelor of Business Administration (Hons)

JPT/BPP(R2/345/6/0290)08/23, (MQA/A9106)

This is a broad-based programme, which gives equal emphasis on all the various disciplines in the field of business. It is a carefully integrated combination of general education and business studies where students will be provided with a solid foundation in business and, upon graduation, will be trained to function in a comprehensive business environment.

B.B.A. (Hons) in International Business

JPT/BPP(R2/345/6/0295)08/23, (MQA/A9109)

This programme aims to expose students to the concepts of international business, focusing on the issues that affect the success of companies operating in the international area. Students will learn to think in the business context of another trading nation and study how business is carried out across a wide range of newly emerging markets.

B.B.A (Hons) in Marketing

JPT/BPP(R2/345/6/0293)08/23, (MQA/A9111)

This programme will equip students with solid grounding to enable students to enter the exciting world of marketing. Coupled with industry-relevant modules that reflect the best current practices, students will be trained to think logically and critically to effectively manage the marketing role in any business environment.

RENOWNED RECOGNITION

Business programmes at Nilai University have professional recognition. Graduates of the university are entitled to several exemptions in gaining the professional certifications.



Graduates who complete the Human Resources Management for Practitioners Course will be awarded the Professional Certificate in Human Resources Management (PCHRM) by the Malaysian Institute of Human Resource Management.



Business is Marketing

Institute of Marketing Malaysia will grant exemptions for three course subjects – Marketing Research, Integrated Marketing Communications and Marketing Strategy for students who want to enrol for the Certified Professional Marketer (Asia) programme.

POPULAR CAREERS

With a Business degree, students gain a broad spectrum of knowledge. Students who specialise in a particular Business field such as Finance, Marketing or Management then gain advanced knowledge of related courses and familiarise themselves with the standard business curriculum. The following are highlights of areas of study and careers in high demand.



- **Business**

The broad areas of business involve elements of accountancy, finance, marketing, organisational studies and economics, providing plenty of career opportunities to Business students.

- **Human Resource Management**

There is a continuous need for young blood to join in the management process of human resources, covering these tasks: recruitment, hiring, training, employee benefits, compensation, job enrichment, relocation, performance, termination and outplacement.

- **International Business**

There are plenty of career opportunities in foreign trade for commercial transactions between regions, countries and nations. Graduates can explore accounting, finance, marketing, transportation and logistics, and management information systems.

- **Management**

Careers in management involve coordinating the joint efforts of people to accomplish objectives while utilising resources. Business graduates interested in planning, directing and coordinating supportive services are encouraged to apply for a management job.

- **Marketing**

As a broad field in Business, graduates can choose to pursue a career in advertising, brand management, market research. They must possess the crucial skill of communicating the value of a product or service to prospective customers effectively.



BUSINESS CAREERS

Employed Locally / Abroad

Sales & Marketing

Their typical duties revolve around setting targets and objectives for the team of sales representatives. They also develop and plan training programmes and a standard sales process to ensure the team adheres to it accordingly.

Human Resources Executive

They enforce management guidelines by planning and implementing new policies and practises in an organisation. They also take charge of other HR elements such as employee compensation, training and development and recruitment.

Advertising Executive

They are in charge of the supervision and promotion of client campaigns. They track the costs, communicate with clients and develop a strategy to deliver the best results for the clients.

Entrepreneurs

Going into business and creating your own product or service is an exciting use of your marketing and management degree. Business owners create employment, and are considered innovators who develop, organise and operate a business for profit, while fulfilling the needs of their customers.

Other Career Options

- Public Relations Specialist
- Educator
- Brand Specialist
- Digital Marketing Specialist
- Content Marketing Specialist
- Communications Executive

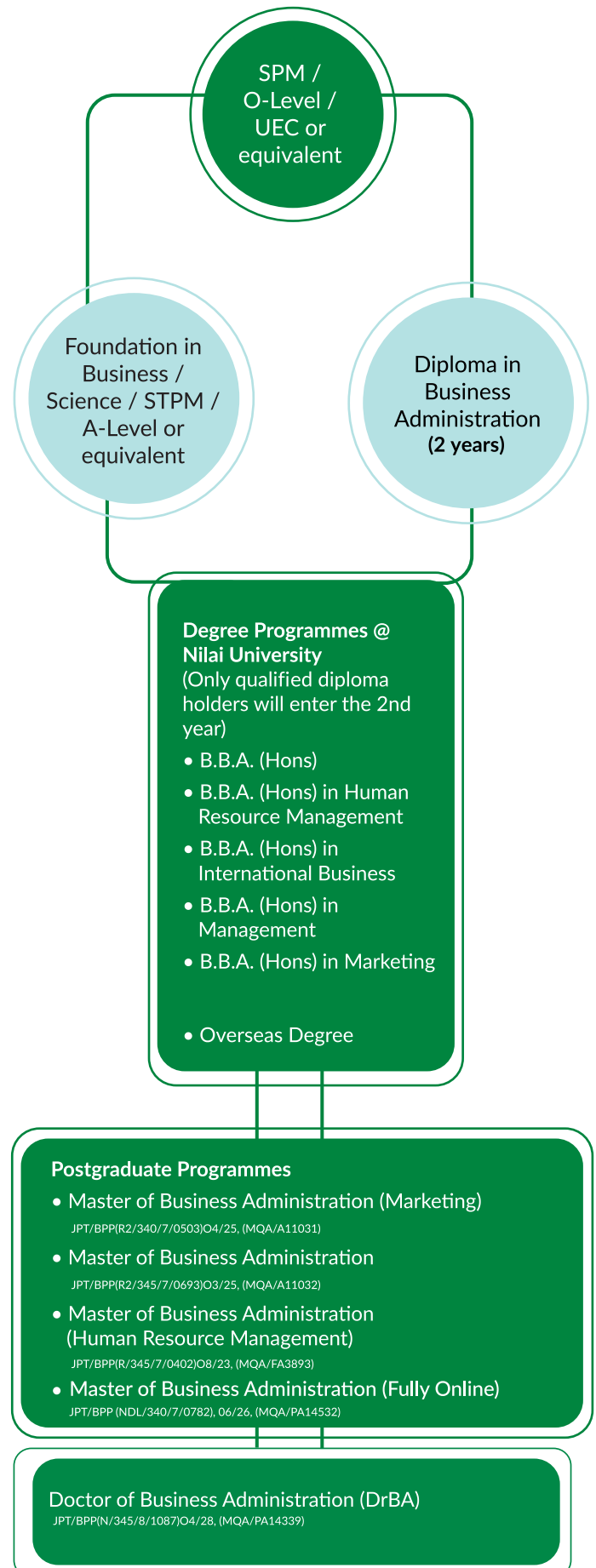
Bachelor Program

- Business Researcher
- Human Resource Manager
- Business Consultant
- Marketing Manager
- International Brand Manager
- Business Development Manager

Diploma Program

- Sales Associate
- Financial Planner
- Administrative Officer
- Customer Service Representative
- Business Consultant

ACADEMIC PROGRESSION



ENTRY REQUIREMENTS

Foundation in Business

JPT/BPP(R2/010/3/0197)04/24. (MQA/A4995)

SPM/SPMV/O-Level	5Cs
UEC	3Bs

English Requirements* (For International Students)

MUET	3
IELTS	5.5
TOEFL	450 (PBT) / 46 (iBT)
Pearson	42

*International students with qualifications from educational systems where the English language is the primary medium of instruction are exempted from this requirement.

International students who do not fulfil the English Language Requirements may join the Intensive English Programme at Nilai University which builds their skills in the language and prepares them for the IELTS examination.

Programme Module

Major
English Language Proficiency
Intro to Academic English
Academic English
Intro to Business
Intro to Marketing
Field Trips and Study Tour
Co-curriculum
Intro to IT
Intro to Programming
Basic Program Design
Foundation of Statistics

Electives
Intro to Accounting
Intro to Finance
Business Economics I
Business Economics II
Intro to Management
Mathematics

ENTRY REQUIREMENTS

Diploma in Business Administration

JPT/BPP(R2/345/4/0454)04/24, (MQA/A4997)

SPM/O-Level	3Cs
STPM	Pass with a Grade C (GP 2.00) in any subject
UEC	3Bs
STAM	Pass with minimum Grade of Maqbul (Pass)
SKM/SKK (Level 3)	A pass in the related field
Certificate (Level 3, MQF)	A pass with a minimum CGPA 2.00

English Requirements* (For International Students)

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Programme Module

Common Core	Discipline Core
Fundamentals of Financial Accounting	Fundamentals of Personal Finance
Fundamentals of Cost Accounting	Managing Business Operations
Fundamentals of Finance	Developing Management Capabilities
Basic Business Administration	Principles of Entrepreneurship
Principles of Microeconomics	Marketing Management
Fundamentals of Marketing	E-Commerce
Fundamentals of Management	Digital Marketing
Organisational Behaviour	Human Resource Development
Business Communication	Supply Chain Management
Law for Business	Elective
Human Resources Management	English Language Proficiency
Business Strategies	Introduction to Academic English
Business Ethics	Compulsory Courses
Statistical and Mathematical Modelling	Bahasa Melayu Komunikasi 1(International Students) OR
Introduction to Information Technology	Penghayatan Etika dan Peradaban (Malaysian Students)
	Graduate Preparatory Course
	Co-curriculum

ENTRY REQUIREMENTS

Bachelor of Business Administration (Hons)

JPT/BPP(R2/345/6/0290)08/23, (MQA/A9106)

STPM	A pass with 2Cs and Pass in Mathematics and English at the SPM level
A-Level	A pass with min Grade D in any two (2) subjects
UEC	5B's and Pass in Mathematics and English
STAM	A pass with a min Grade of Jayyid (good) and pass in Mathematics and English at SPM level
Foundation/ Matriculation	CGPA of 2.00
Diploma/ Advance Diploma (Level 4/5, MQF)	CGPA of 2.00

English Requirements* (For International Students)

MUET	3
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Programme Module

Common Core
Introduction to Finance
Introduction to Financial Accounting
Intro to Management Accounting
Principles of Marketing
Essentials of Information Skills
Quantitative Methods for Business
Principles of Macroeconomics
Business Ethics and Social Responsibilities
Law for Business
Principles of Management
Foundation of Business
Business Communications
Human Resource Management
Discipline Core
Strategic Management
Business Research Methods
Organisational Behaviour
International Business
E-Commerce
Financial Technology
Personal Finance
Entrepreneurship
Logistics and Supply Chain Management
Marketing Management
Human Resource Development
Business Analytics

Specialization
*BBA students will have to choose on their own 30 credits specialization subjects.
Internship
Internship
Compulsory Courses
Penghayatan Etika & Peradaban (Malaysians)/Bahasa Melayu Komunikasi 2 (International Students)
Philosophy & Current Issues (Malaysians & International Students)
Co-curriculum
Graduate Preparatory Course

ENTRY REQUIREMENTS

Bachelor of Business Administration (Hons) in Marketing

JPT/BPP(R2/345/6/0293)08/23, (MQA/A9111)

STPM	A pass with 2Cs and Pass in Mathematics and English at the SPM level
A-Level	A pass with min Grade D in any two (2) subjects
UEC	5B's and Pass in Mathematics and English
STAM	A pass with a min Grade of Jaiyyid (good) and pass in Mathematics and English at SPM level
Foundation/ Matriculation	CGPA of 2.00
Diploma/ Advance Diploma (Level 4/5, MQF)	CGPA of 2.00

English Requirements* (For International Students)

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Programme Module

Common Core
Introduction to Finance
Introduction to Financial Accounting
Intro to Management Accounting
Principles of Marketing
Essentials of Information Skills
Quantitative Methods for Business
Principles of Macroeconomics
Business Ethics and Social Responsibilities
Law for Business
Principles of Management
Foundation of Business
Business Communications
Human Resource Management
Discipline Core
Strategic Management
Business Research Methods
Organisational Behaviour
International Business
E-Commerce
Financial Technology
Personal Finance
Entrepreneurship
Logistics and Supply Chain Management
Global Talent Management
Industrial Relations
Business Analytics

Specialization
Sales Management
Retailing
Marketing Management
Digital Marketing
Consumer Behaviour
Strategic Marketing
Business Project Plan
Global Marketing
Marketing Research
Perspective of Marketing Communication
Internship
Internship
Compulsory Courses
Penghayatan Etika & Peradaban (Malaysians)/Bahasa Melayu Komunikasi 2 (International Students)
Philosophy & Current Issues (Malaysians & International Students)
Co-curriculum
Graduate Preparatory Course

ENTRY REQUIREMENTS

Bachelor of Business Administration (Hons) in International Business

JPT/BPP(R2/345/6/0295)08/23, (MQA/A9109)

STPM	A pass with 2Cs and Pass in Mathematics and English at the SPM level
A-Level	A pass with min Grade D in any two (2) subjects
UEC	5B's and Pass in Mathematics and English
STAM	A pass with a min Grade of Jayyid (good) and pass in Mathematics and English at SPM level
Foundation/ Matriculation	CGPA of 2.00
Diploma/ Advance Diploma (Level 4/5, MQF)	CGPA of 2.00

English Requirements* (For International Students)

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Programme Module

Common Core
Introduction to Finance
Introduction to Financial Accounting
Intro to Management Accounting
Principles of Marketing
Essentials of Information Skills
Quantitative Methods for Business
Principles of Macroeconomics
Business Ethics and Social Responsibilities
Law for Business
Principles of Management
Foundation of Business
Business Communications
Human Resource Management
Discipline Core
Strategic Management
Business Research Methods
Organisational Behaviour
Digital Marketing
Consumer Behaviour
Marketing Management
E-Commerce
Financial Technology
Personal Finance
Entrepreneurship
Human Resource Development
Business Analytics

Specialization
Global Marketing
International Finance
Global Talent Management
Leadership
International Management
Business Project Plan
Logistic and Supply Chain Management
International Business Law
Business Process Management
International Business
Internship
Internship
Compulsory Courses
Penghayatan Etika & Peradaban (Malaysians)/Bahasa Melayu Komunikasi 2 (International Students)
Philosophy & Current Issues (Malaysians & International Students)
Co-curriculum
Graduate Preparatory Course

ENTRY REQUIREMENTS

Bachelor of Business Administration (Hons) in Human Resource Management

JPT/BPP(R2/345/6/0294)08/23, (MQA/A9108)

STPM	A pass with 2Cs and Pass in Mathematics and English at the SPM level
A-Level	A pass with min Grade D in any two (2) subjects
UEC	5B's and Pass in Mathematics and English
STAM	A pass with a min Grade of Jayyid (good) and pass in Mathematics and English at SPM level
Foundation/ Matriculation	CGPA of 2.00
Diploma/ Advance Diploma (Level 4/5, MQF)	CGPA of 2.00

English Requirements* (For International Students)

MUET	3
IELTS	5.5
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Programme Module

Common Core
Introduction to Finance
Introduction to Financial Accounting
Intro to Management Accounting
Principles of Marketing
Essentials of Information Skills
Quantitative Methods for Business
Principles of Macroeconomics
Business Ethics and Social Responsibilities
Law for Business
Principles of Management
Foundation of Business
Business Communications
Human Resource Management
Discipline Core
Strategic Management
Business Research Methods
Organizational Theory and Design
Organizational Behaviour
Leadership
International Business
E-Commerce
Entrepreneurship
Personal Finance
Financial Technology
Marketing Management
Business Analytics

Specialization
Human Resources Planning
Recruitment and Human Resource Issues in Outsourcing
Human Resource Development
Industrial Relations
Health and Safety in Human Resource
Business Project Plan
Compensation and Benefits
Human Resource Management for Practitioner
Global Talent Management
Human Resource Information System
Internship
Internship
Compulsory Courses
Penghayatan Etika & Peradaban (Malaysians)/Bahasa Melayu Komunikasi 2 (International Students)
Philosophy & Current Issues (Malaysians & International Students)
Co-curriculum
Graduate Preparatory Course

ENTRY REQUIREMENTS

Bachelor of Business Administration (Hons) in Management

JPT/BPP(R2/345/6/0292)08/23, (MQA/A9110)

STPM	A pass with 2Cs and Pass in Mathematics and English at the SPM level
A-Level	A pass with min Grade D in any two (2) subjects
UEC	5B's and Pass in Mathematics and English
STAM	A pass with a min Grade of Jayyid (good) and pass in Mathematics and English at SPM level
Foundation/ Matriculation	CGPA of 2.00
Diploma/ Advance Diploma (Level 4/5, MQF)	CGPA of 2.00

English Requirements* (For International Students)

MUET	3
IELTS	5.5
TOEFL	450 (PBT) / 46 (iBT)
Pearson	42

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International students who do not fulfil the English Language Requirements may join the Intensive English Programme at Nilai University which builds their skills in the language and prepares them for the IELTS examination.

Programme Module

Common Core
Introduction to Finance
Introduction to Financial Accounting
Intro to Management Accounting
Principles of Marketing
Essentials of Information Skills
Quantitative Methods for Business
Principles of Microeconomics
Business Ethics and Social Responsibilities
Law for Business
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Financial Technology
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Human Resource Development
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Industrial Relations
Strategic Management
Organisational Behaviour
Leadership
Organizational Theory and Design
Business Project Plan
International Business
Logistic and Supply Chain Management
International Management
Business Process Management
Internship
Internship
Compulsory Courses
Penghayatan Etika & Peradaban (Malaysians)/Bahasa Melayu Komunikasi 2 (International Students)
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Co-curriculum
Graduate Preparatory Course

GAIN QUALITY EDUCATION AT NILAI UNIVERSITY

All programmes offered at Nilai University observe the strict guidelines of the Malaysian Qualifications Agency (MQA) and Ministry of Higher Education (MOHE). The university, established in 1997 emphasises excellence and thus strives to provide quality education.

Quality Education

Programmes are affordable for students from all walks of life. Lectures are conducted in small groups so that each student can have personalised attention.

Exposure to Diverse Cultures

International students from different countries across the world choose to study at Nilai University. With a student community of diverse backgrounds, the interaction between international and local students encourages sharing, understanding, and acceptance of various cultures.

Co-curricular Activities for Personal Development

Nilai University provides a 'Total Student Experience' with engaging clubs to encourage creativity, networking and active participation in various events. The experience gained can be included in students' portfolio to increase employment opportunities. There are initiatives such as the Mentor-Mentee programme to help new students feel at home and blend in.

Master the English Language

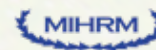
As the university has a multicultural community, students and staff are encouraged to communicate in English with intensive English classes available for those who need it.

SETARA Ranking

In the SETARA 2017 survey conducted by the Malaysian Ministry of Higher Education, Nilai University obtained a score of 89% under the Teaching and Learning criterion.

This excellent score demonstrates our commitment to providing students with quality teaching and learning experiences.

Professional Recognition/Industry & Academic Partners



NILAI UNIVERSITY

Enrichment For Life



Lush Campus

Nilai University has a charming campus with lush greenery surrounding the hostels and lecture halls for an open and relaxed learning environment. Away from the bustling city, you will enjoy a refreshed outlook studying here with your peers.



Peaceful Environment

As a university town, Nilai University knows the importance of a peaceful atmosphere for students to be able to focus on their studies. The university has a spacious layout ideal for students to have an individual study session.



Strategic Location

Nilai University is located in the township of Putra Nilai. Nilai town has all the necessary amenities such as banks, hospitals, malls, eateries and more. The university is easily accessible via the national highway. We are only a 35-minute drive away from the city centre of Kuala Lumpur and 20 minutes drive away from the Kuala Lumpur International Airports. (KLIA 1 & KLIA 2).












Full Campus Facilities

We have facilities catering to recreation and hands-on training to ensure students are well-rounded individuals prepared to enter the professional workforce.









Recreation

-  Football/Rugby Field
-  Golf Course*
-  Swimming Pools*
-  Gymnasium
-  Basketball Courts
-  Sports Focus Centre For Fencing
-  Indoor Badminton Court
-  Indoor Sports Centre
-  Lakeside Recreation Park & Jogging Track
-  Table Tennis
-  Tennis Courts
-  Volleyball Courts

Amenities

-  International Student Visa Application
-  Accommodation
-  Canteen
-  Shuttle Bus Service
-  WiFi-enabled campus
-  Laundrette
-  Minimart
-  Muslim Prayer Rooms
-  ATM
-  Bookshop
-  International Student Airport Pick-Up

Learning

-  Aircraft Hangar
-  Demonstration Kitchen
-  Formal Dining Restaurant
-  Hospitality Training Facilities
-  Laboratories
 - Avionics
 - Fluid Mechanics
 - Materials and Mechanics
 - CAD and Simulation
 - Electrical and Electronics
 - Biology
 - Chemistry
 - Analytical
 - Biotechnology
 - Physics
-  Engineering and Aircraft Maintenance Engineering Workshop
-  Nursing Skill & Simulation Laboratories
-  Learning Resource Centre

*At the nearby Nilai Springs Golf and Country Club.

WHAT OUR STUDENTS SAY

“I am very proud to be hired by one of the top corporations in the world. It would not have been possible without the help from my Nilai University lecturers who shared their own experiences of the corporate sector with students. Their guidance and advice certainly helped me prepare for life in the corporate world.”

Yee Yin Sinn,
BBA (Hons) in Management

“The campus is peaceful and ideal for my studies. I like the lifestyle here too. There is none of the hustle and bustle of a big city. Anyone with a tight budget should check out Nilai University. The programmes are approved by the Ministry of Higher Education and are competitively priced.”

Lim Kit Sheng,
Foundation in Business

“I wanted to be fluent in English. The fact that the syllabus at Nilai University is conducted entirely in English was an important factor. Having classmates from all over the world also means that I have to converse in English which helps me improve my linguistic skills.”

Andrew Suryawijaya,
B.B.A (Hons) in International Business

HOW TO APPLY?

- Choose your programme
- Fill in the online application form ONLY if you want to apply for admission into a programme offered at Nilai University. Confirm your accommodation type in the application (if needed).
- Once we receive your online application form, our educational counsellor will contact you to assess your eligibility and subsequently, arrange for payment of the first semester's fees and confirm your accommodation booking (if necessary).
- You may pay for Application Fee, Accommodation Fee and the first semester's fees via our fee payment channels as listed.

Payment method:

Payment at the counter, Ground Floor, Resource Centre, Nilai University Campus

Operating hours:

Monday to Friday from 9:00 am to 4:00 pm

Mode of payment:

- Cash
- Credit Card: Visa, Mastercard and Union Pay only
- Debit Card: MyDebit, Visa/ Mastercard Debit Cards
- Cheque-Payable to "NILAI EDUCATION SDN BHD"
- Online Banking

Payee Name:

Nilai Education Sdn Bhd

Bank Details:

Account No: 2050-5110-000-979 | RHB Bank Berhad



THE OFFER LETTER

Once the Administration Office receives the receipt of your application fee and visa processing fee (international students), you will receive an offer letter via email and post. The Administration Office will post the original copy to the address stated in the application form.

You should expect to receive the following:

Letter of Offer:

Admission/registration information, intake date and details for the programme that you have applied for will all be stated in the letter.

Receipt:

A receipt of your initial payments will be included. Please contact us immediately if you do not receive a copy of the receipt.

Register personally and check into the rooms on the date stated in your Letter of Offer.

If you are unable to register personally, please call the Office of Admissions and Records (OAR) at **+606 8502338** to indicate the date you will arrive to register and check into your accommodation.

Airport pick-up (for East Malaysia & international students arriving by flight) can be arranged for new students. Call **+606 8502308** to speak to our educational counsellors to arrange for the transportation.

Confirmation of acceptance

Once you have registered, it's time to start your classes and enjoy university life! If you require information on a programme, financing options or need to clear any doubts, please use the online enquiry form OR call to speak to an education counsellor at **+606 8502308**.

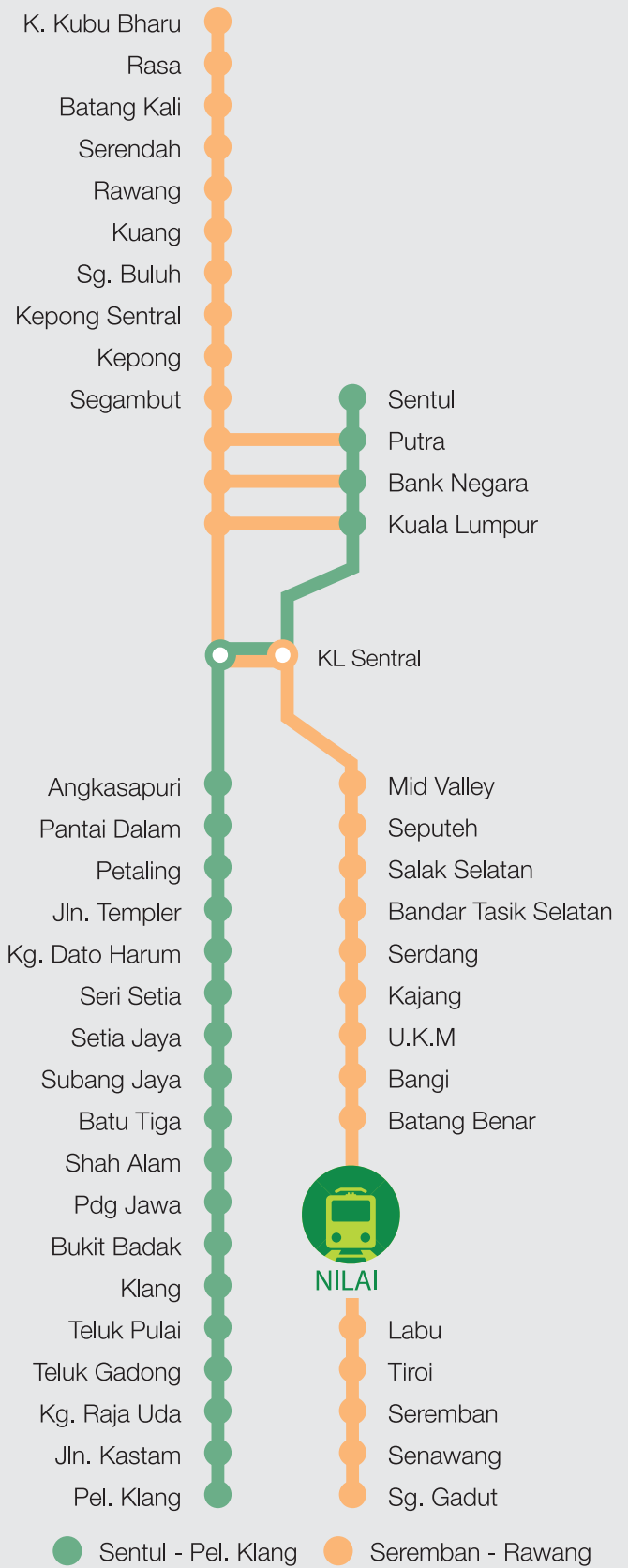


MAP TO NILAI UNIVERSITY





TRAIN ROUTE



FIND US ON:



www.nilai.edu.my

We are open daily
(9:00 am - 5:00 pm)
Closed on Public Holidays

Nilai University DU032(N) No 1, Persiaran Universiti, Putra Nilai,
Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia.

Tel: +606-850 2308 | Email: marketing@nilai.edu.my

Nilai Education Sdn Bhd
Registration No: 199401021536 (307215-P)

All information is correct at the time of printing. Nilai University issues its brochures and other literature only as a general guide to the university's programmes and facilities; they form no part of a contract. The university reserves the right to modify or withdraw any of the content described without notice.



Watch the video
Marketing & Management

**GREEN CAMPUS AT
NILAI UNIVERSITY**