DEGREE THAT’LL TAKE YOU PLACES

Our business graduates land diverse and interesting careers all over the world. Whatever career path you decide to take, a Curtin business degree will really open doors for you.

The Curtin Malaysia Faculty of Business fully supports the University’s vision to be a recognised international leader in education and research, and its commitment to engage communities and transform lives through leadership, innovation and excellence in teaching and research.

It further supports Curtin’s commitment towards industry-connected innovative teaching and research to develop internationally focused graduates committed to excellence.

It achieves this by engaging actively at all levels across all key industry sectors, developing a diverse international perspective through its curriculum and research activities; focusing on high quality, strategic research that produces innovative solutions to real problems; and providing an environment that encourages staff and student learning and innovation.

The key factor attracting students worldwide to the Faculty is its internationally recognised Curtin qualifications, which are accredited by relevant national and international professional bodies and government agencies in Australia and Malaysia.

The quality of its learning and teaching environment, as well as the reputation of its academics and the application of up-to-date methodologies and technologies, allow students to gain an exceptional learning experience. Research at the Faculty, meanwhile, underpins its teaching with research groups focusing on globalisation, theories of management, marketing, finance, economics and banking, entrepreneurship and education research.

The Faculty also ensures students’ course portfolios meet the needs of both the students and future employers, equipping them for thriving careers in tomorrow’s competitive job market. Students also develop personal skills in communication and critical thinking to enhance their employability.

The Curtin Malaysia Faculty of Business is proud to be counted among the world’s elite business institutions through its accreditation by the Association to Advance Collegiate Schools of Business (AACSB).

AACSB accreditation is the global standard in quality for academic and professional excellence and only the top five per cent of business schools in the world are accredited.

As part of Curtin University’s largest international campus offering identical business programmes and course delivery as its Australian parent, the Faculty underwent the same AACSB accreditation peer review as Curtin’s other campuses in Perth and Singapore.

Having met the AACSB’s strict standards of quality, academic and professional excellence, the Faculty can assure its students and alumni that they will benefit from holding qualifications from an institution that is internationally accredited.

Graduates of AACSB schools are internationally recognised by top employers and can leverage this accreditation to gain entry to courses at other AACSB accredited schools.

Curtin Malaysia is the first university in East Malaysia to attain AACSB accreditation. Only three Malaysian universities are currently AACSB accredited and two other foreign branch campuses are also part of AACSB accredited institutions. In the 10 ASEAN states, only 14 universities are AACSB accredited.

The quality of learning and teaching environment, as well as the reputation of its academics and the application of up-to-date methodologies and technologies, allow students to gain an exceptional learning experience. Research at the Faculty, meanwhile, underpins its teaching with research groups focusing on globalisation, theories of management, marketing, finance, economics and banking, entrepreneurship and education research.

The Faculty also ensures students’ course portfolios meet the needs of both the students and future employers, equipping them for thriving careers in tomorrow’s competitive job market. Students also develop personal skills in communication and critical thinking to enhance their employability.

The Curtin Malaysia Faculty of Business is proud to be counted among the world’s elite business institutions through its accreditation by the Association to Advance Collegiate Schools of Business (AACSB).

AACSB accreditation is the global standard in quality for academic and professional excellence and only the top five per cent of business schools in the world are accredited.

As part of Curtin University’s largest international campus offering identical business programmes and course delivery as its Australian parent, the Faculty underwent the same AACSB accreditation peer review as Curtin’s other campuses in Perth and Singapore.

Having met the AACSB’s strict standards of quality, academic and professional excellence, the Faculty can assure its students and alumni that they will benefit from holding qualifications from an institution that is internationally accredited.

Graduates of AACSB schools are internationally recognised by top employers and can leverage this accreditation to gain entry to courses at other AACSB accredited schools.

Curtin Malaysia is the first university in East Malaysia to attain AACSB accreditation. Only three Malaysian universities are currently AACSB accredited and two other foreign branch campuses are also part of AACSB accredited institutions. In the 10 ASEAN states, only 14 universities are AACSB accredited.
This course prepares students for undergraduate study in Commerce and Business Administration. In addition to units that are common to all the Foundation courses, students study units in Business Mathematics and Statistics, Economics, Accounting and Business Studies.

**Pathways to further study at Curtin Malaysia**

Students with satisfactory results in the course can enter the following undergraduate programmes:

- Bachelor of Business Administration
- Bachelor of Commerce (Single majors in Accounting or Finance)
- Bachelor of Commerce (Double majors: Accounting & Banking, Accounting & Entrepreneurship, Accounting & Finance, Banking & Finance, Entrepreneurship & Marketing, Finance & Management, Finance & Marketing, Management & Marketing, Marketing & Public Relations, Public Relations & Management, or Tourism and Hospitality & Marketing)

**Further study at Curtin Perth**

Students who obtain satisfactory results in the Foundation Studies courses are eligible for admission to a range of undergraduate programmes at the main campus.

*Entry Requirements as of October 2017*

**For International Students**

<table>
<thead>
<tr>
<th>Country</th>
<th>Qualification and Minimum Entry Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>Completion of Bangladesh Secondary School Certificate (SSC) with a minimum Grade Point average of 3.5 (60-69%), separate evidence of English competency is required or GCE 'O' Level - credit in 5 relevant academic subjects and English competence.</td>
</tr>
<tr>
<td>Brunei</td>
<td>GCE 'O' Level - credit in 5 relevant academic subjects and English competence.</td>
</tr>
<tr>
<td>China</td>
<td>Completion of Senior Middle 2 and English competence.</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>HKDSE – Grade D in 5 subjects and English competence.</td>
</tr>
<tr>
<td>India</td>
<td>Completion of All India Secondary School Certificate awarded by Central Board of Secondary Education with an average of 60% in four subjects, one of which must be English (60% or better) with separate evidence of competence in English or GCE 'O' Level - credit in 5 relevant academic subjects and English competence.</td>
</tr>
<tr>
<td>Indonesia</td>
<td>SMA 3/SMA 2 - grade 7.0 average in 4 subjects and English competence.</td>
</tr>
<tr>
<td>Myanmar</td>
<td>GCE 'O' Level - credit in 5 relevant academic subjects including English or 5 Credits and English Competence.</td>
</tr>
<tr>
<td>Pakistan</td>
<td>Completion of Secondary School Certificate awarded by Federal Board of Intermediate and Secondary Education with average of 60% in 4 academic subjects, and at least 60% in English or GCE 'O' Level - credit in 5 relevant academic subjects including English or 5 Credits and English Competence.</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>GCE 'O' Level - credit in 5 relevant subjects and English competence.</td>
</tr>
<tr>
<td>Singapore</td>
<td>GCE 'O' Level - credit in 5 relevant subjects and English competence.</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>GCE 'O' Level - credit in 5 relevant subjects and English competence.</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>GCE 'O' Level - credit in 5 relevant subjects and English competence.</td>
</tr>
</tbody>
</table>

**For Malaysian Students**

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Minimum Entry Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPM</td>
<td>5 credits including English or 5 credits and English competence.</td>
</tr>
<tr>
<td>GCE 'O' Level</td>
<td>SC including English or SC and English competence.</td>
</tr>
<tr>
<td>UEC</td>
<td>Grade B in four relevant academic subjects and English competence.</td>
</tr>
</tbody>
</table>
ENGLISH AND ALTERNATIVE PATHWAYS

All Curtin courses are taught in English and applicants must demonstrate competence in English by meeting the Curtin English language requirements as outlined below.

Minimum English language Entry Requirements

<table>
<thead>
<tr>
<th>ENGLISH QUALIFICATION</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Foundation</td>
</tr>
<tr>
<td><strong>IELTS</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Overall 5.5 (no individual band below 5.5)</td>
</tr>
<tr>
<td>Test of English as a Foreign Language (TOEFL)</td>
<td>65</td>
</tr>
<tr>
<td>SPM English&lt;sup&gt;2&lt;/sup&gt;</td>
<td>B</td>
</tr>
<tr>
<td>SPM 1119 English&lt;sup&gt;3&lt;/sup&gt;</td>
<td>-</td>
</tr>
<tr>
<td>GCE 'A' Level</td>
<td>-</td>
</tr>
<tr>
<td>GCE 'O' Level&lt;sup&gt;4&lt;/sup&gt;</td>
<td>C</td>
</tr>
<tr>
<td>PTE Academic (Pearson Test of English Academic)</td>
<td>Overall 62</td>
</tr>
</tbody>
</table>

**1** Foundation: Applicants with IELTS 5.0 (no individual band below 5.0) are required to take the Academic English concurrently with the Foundation programme.

Undergraduate: Applicants with IELTS less than 6.0 but achieved 5.5 (no individual band below 5.0) are required to take Curtin University Foundation English Units.

**2** Foundation: Applicants with TOEFL less than 65 but achieved 60 (or above) are required to take the Academic English concurrently with the Foundation programme.

Undergraduate: Applicants with TOEFL less than 59 but achieved 58 (or above) are required to take Curtin University Foundation English Units.

**3** Foundation: Applicants with SPM English ‘C’ are required to take the Academic English concurrently with the Foundation programme.

**4** Undergraduate: Applicants with ‘1119 O’ are required to take Curtin University Foundation English Units.

**5** Foundation: Applicants with GCE ‘O’ Level ‘O’ are required to take Curtin University Foundation English Units.

**6** Foundation: Applicants with PTE Academic less than 42 but achieved 36 (or above) are required to take the Academic English concurrently with the Foundation programme.

Undergraduate: Applicants with PTE Academic less than 50 but achieved 42 (or above) are required to take Curtin University Foundation English Units.

**7** Foundation: Applicants with GCE ‘O’ Level ‘O’ are required to take Curtin University Foundation English Units.

**8** Postgraduate by research may be deemed to meet Curtin’s English language requirements based on the completion of a bachelor degree course in which English is the sole language of instruction. This will be assessed on a case-by-case basis.

**9** SPM 1119 English must be completed within 5 years of application.

The above information is correct at time of publishing but may be subject to change. The table only shows the minimum English requirement for the respective programmes. Applicants must also meet the relevant academic qualifications for the respective programmes.

Intensive English Programme

The Intensive English Programme (IEP) is designed to improve students’ academic English language proficiency. This programme specifically caters for students who lack the English language entry requirements to enter a Foundation Degree course.

A Placement Test is administered to determine students’ command of English.

Based on the test results, students are placed at the appropriate IEP level. The minimum English requirement to do the Intensive English Programme is IELTS band 3.0 or TOEFL Placement Test band 3.0.

There are four levels in the IEP: Level I, II, III and IV, with four intakes/terms a year. Each term comprises 9 weeks and the course consists of 20 contact hours per week.

At the end of each nine-week term, students in Level I, II and III sit for an internal test, and based on their scores, they will be streamed to the appropriate levels. Students might skip a level or two if they meet the entry band requirement for each level respectively as illustrated in the diagram below. The exit test for Level IV is the Cambridge IELTS.

**Alternative Entry Pathways**

Besides the Intensive English programme, the Department of Language Studies and Humanities offers the Pre-University English Unit which runs concurrently with the Foundation programme. This is a 6-hour per week unit for one whole semester. This unit aims to improve the students’ English language proficiency level to the standard required for undergraduate or postgraduate studies.

In addition, special academic learning needs are supported through the academic modules offered by the Office of Learning and Teaching.

When necessary, students from any programme are encouraged to join these 2-hour seminars and workshops (free of charge) with various topics such as Plagiarism, Academic English, Academic Listening and Note Taking, Sentence Mechanics, and others.
For International Students

Undergraduate Degrees

Bachelor degrees

Courses leading to a first qualification, such as a bachelor degree, are referred to as undergraduate courses. Bachelor degrees are usually three or four years long.

Credit for Recognised Learning (CRL)

Curtin recognises students' relevant prior studies or work experience, allowing some students to finish their degrees in a shorter period of time. CRL (or Advanced Standing) allows students to take credit of - and be rewarded for - their prior studies.

Admission

For admission to Curtin Malaysia, applicants must satisfy minimum academic entry as well as English competency requirements. Entry is competitive and levels higher than the minimum may be required for admission to some courses. A list of the common academic entry requirements can be found in the table in the following page.

Students who have successfully completed and passed the Foundation Studies - Commerce Stream course are directly admitted to the respective Bachelor degree courses.

Students who have successfully completed a relevant Diploma of Business course may receive up to one year advanced standing in the respective degree courses. Other qualifications that are also considered for undergraduate degree admission are reflected in the table on the following page.

As all courses are taught in English, applicants will need to meet Curtin's English language requirement. Any one of the tests in the following table will be accepted as satisfying Curtin's language requirement, however, some courses may require a higher score for English. Please refer to the individual course listings on the following pages for more information.

Course prerequisites

Mathematics is desirable for both the Bachelor of Business Administration and Bachelor of Commerce.

Country

Qualification and Minimum Entry Requirements

Bangladesh

Completion of Bangladesh Higher Secondary Certificate (HSC) with a minimum Grade Point average of 4.0 (70-79%) - separate evidence of English competency is required.

Brunel

Three passes (Grade C or better) in the Brunel Cambridge General Certificate of Education Ordinary Level Exam (GCE) and two passes (minimum of 5 points) in the Brunel Cambridge General Certificate of Education Advanced Level Exam (GCE). Separate evidence of English competency is required.

China

Successful completion of the National College Entrance Examination (NCEE) (also known as Gao Kao) and obtain an aggregate of the required individual subjects which is equivalent to 67% of the overall maximum score, or a grade of 67% in English language proficiency test for undergraduate admission.

Hong Kong

Completion of the Hong Kong Diploma of Secondary Education (HKDSE) with a point score of 15 from the best five subjects.

India

Completion of All India Secondary School Certificate awarded by Central Board of Secondary Education with an average of 60% in four subjects, one of which must be English (60% or better) or with separate evidence of competency in English or GCE 'O' Level - credit in 5 relevant academic subjects including English or 5 credits and English Competence Credit in 4 subjects.

Indonesia

Successful completion of Sijil Sekolah Menengah Atas (SMA) (Certificate from Completion of Academic Senior Secondary School) with an average overall grade of at least 8.0 and at least an overall grade of 8.0 from the Surat Keterangan Hasil Puan Nasional (SKHUN) Certificate of Graduation with separate evidence of English required OR completion of one or two years of a bachelor degree at a recognised institution and English competency.

Japan

Successful completion of first year of a Gakushu (Bachelor's degree) at a recognised institution - separate evidence of English competency is required.

Kenya

Completion of the Kenya Certificate of Education (KCE) with a pass with credit (grade 6 or better) in three subjects and two passes (min of one C and one D grade) in the Kenya Advanced Certificate of Education (KACE) managed by the Kenya National Examinations Council - separate evidence of English competency is required.

Mauritius

Three 'Ordinary' level passes (minimum grade C) in the Cambridge School Certificate (CSC) GCE 'O' level and two 'Advanced' level passes (minimum grade 5 points or better) in the Cambridge Higher School Certificate (CHS) GCE 'A' level, and a grade C or better in 'O' level English, English Language of the English Literature OR Successful completion of the Chateaux Tablet Institute, Foundation Studies Program - separate evidence of English is not required.

Myanmar

Successful completion of two years full-time study of a three years Bachelor degree (in arts, economics, commerce and management, foreign languages, and science including computer science) OR Successful completion of one year full-time study of a four years Bachelor degree (in community health, education, law, nursing, paramedical sciences, pharmacy, technology (including computer technology and nautical technology) at a recognised institution - separate evidence of English competency is required.

Nepal

Completion of one year full-time study of a four years Bachelor degree or two years full-time study of a three years Bachelor from a recognized higher education institution, separate evidence of English competency is required.

Oman

Successful completion of one year of a degree at a recognised institution - separate evidence of English competency is required.

Pakistan

Completion of the Pakistan Higher Secondary Certificate/Intermediate Certificate with at least an average of 75% of the total marks (825 out of 1100), separate English competency is required. This qualification does not satisfy subject prerequisites.

Russia

Successful completion of one year of a four year full-time Bachelor at a State institution or fully accredited private institution - separate evidence of English competency is required.

Saudi Arabia

Successful completion of the first year of a four year full-time Bachelor degree at one of the Section 1 Higher Education institutions listed on ABI CEP; separate evidence of English competency is required.

South Korea

Completion of High School Diploma with a score of 380 (75%) in the National University Entrance Examination (College Scholastic Ability Test) (CSAT) - separate evidence of English competency is required.

Sri Lanka

Three ‘Ordinary’ level passes (min grade C) and two ‘Advanced’ level passes (min of one C and one D grade) in the General Certificate of Education (GCE) with grade C in ‘O’ level English, English Language or with separate evidence of English competency OR Three ‘Ordinary’ level passes with minimum grades of credit and two ‘Advanced’ level passes with minimum grades equal to 6 points in the Sri Lankan General Certificate of Education (GCE) (Excluding General Paper) with credit in ‘O’ level English or with separate evidence of English competency.

Thailand

Successful completion of one year full-time study of a four years Bachelor degree at one of the Section 1 Higher Education institutions listed on ABI CEP; separate evidence of English competency is required.

United Arab Emirates

Successful completion of one year full-time study of a four years Bachelor degree at one of the Section 1 Higher Education institutions listed on ABI CEP OR Successful completion of one year full-time study of a four years Bachelor degree with at least Grade of 3.00 out of 4.00 at one of the Section 2 Higher Education institutions listed on ABI CEP AND separate evidence of English competency is required.

United Kingdom

Three GCE O-level/GCSE passes and two GCE Advanced level passes (minimum 5 points: A=5; B=4; C=3; D=2; E=1). You must have Grade C or better in GCE O-level/GCSE English, English Literature or English language, or provide separate evidence of English competency.

USA

FROM 2016 - United States High School Diploma or a High School Diploma based on a US curriculum with a GPA of 3.0 out of 4.0 (or an average grade of B) and a Total score (Evidence-based Reading and Writing section and Math section) of at least 1000 out of 1500 on the SAT or any other ACT with a Grade of 21 or better in English (minimum 400 in Evidence-based Reading and Writing section, and 400 in Math section is required). Separate evidence of English competency is not required.

Vietnam

From 2015 completion of the Bang Tu tai or Bang Tot nghiep Pho thong Trung hoc (Vietnamese Upper Secondary School Graduation Diploma) with at least 8.00 in the score for graduation evaluation, separate evidence of English competency is required. For 2014 only - Completion of the Bang Tu tai or Bang Tot nghiep Pho thong Trung hoc (Vietnamese Upper Secondary School Graduation Diploma) with at least 8.00 in the score for graduation evaluation, separate evidence of English competency is required.

Zimbabwe

Successful completion of the Zimbabwe Certificate of Secondary Education Advanced Level conducted by ZIMSEC with at least A grade in two subjects (at Principal level) and B grade in one subject (at Subsidiary level) or have successfully completed a full-time three years Bachelor degree/rapportur with at least 80% in the four academic subjects (Maths, Literature and two elective subjects) in the Thit Tot Ngeip Pho Thong Trung hoc (Secondary School Leaving Examination), separate evidence of English competency is required.

For Malaysian Students

Country

Qualification and Minimum Entry Requirements

Malaysia

Sijil Tinggi Perseksahan Malaysia (STPM) (Malaysia medium) - A minimum of 5 points obtained from at least two courses but no more than three STPM Perspekshen Malaysia (STPM) subjects and STPM English Entry Requirement; points calculated as follows: A=5, A- =4, B+ =4, B=3, B- =2, C+ = 2, C=1.

A minimum of 5 points obtained from two or three Advanced Level subjects, OR has Advanced Level subjects and a maximum of two Advanced Subsidiary Levels (AS) are required and STPM English Entry Requirement. Points calculated as follows: Grades awarded from 2010 onwards: A+=5, A=4, B+=3, B=2, C=1.

Grades awarded up to 2009: A=5, A- =4, B+ =4, B=3, B- =2, C+ = 2, C=1.

AS levels equal half of that of Advanced Level, e.g. 2 points for an A at Advanced Level (prior to 2010).

Completion of the Malaysian Unified Examination Certificate (UPE) (Sijil Tengah Kerajaan) with 15 points aggregated from the best five academic subjects and STPM English Entry Requirement. Points calculated as follows: A+=5, A=4, B+=3, B=2, C+ = 2, C=1.

Completion of the Kenya Certificate of Education (KCE) with at least A grade in three subjects including English Language and Mathematics.
Completed any of MOHE approved programs as below from a local or foreign institutions, below are CGPA requirement for the qualifications:

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Business Administration (BBA) / B-Commerce</th>
<th>B-Commerce (Accounting streams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Program</td>
<td>2.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Pre-university Program</td>
<td>2.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Matriculation Programme</td>
<td>2.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Diploma / Advanced Diploma Program</td>
<td>2.0</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Indicative Cut-Off Scores

<table>
<thead>
<tr>
<th>Course Name</th>
<th>GCE-A level/STPM (best of 3 subjects)</th>
<th>UEC (level of 5 subjects)</th>
<th>HKDSE</th>
<th>IB</th>
<th>AS Level (GCSE/IGCSE)</th>
<th>ATAR (incl. WACE/SACE/HSC/VCE)</th>
<th>WAUP (WACE/SAACE)</th>
<th>NTU</th>
<th>SL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration (BBA)</td>
<td>5</td>
<td>15</td>
<td>15</td>
<td>24</td>
<td>60</td>
<td>70</td>
<td>53</td>
<td>65%</td>
<td>5</td>
</tr>
<tr>
<td>Commerce (applies to all Commerce Single and Double Majors)</td>
<td>5</td>
<td>15</td>
<td>15</td>
<td>24</td>
<td>60</td>
<td>70</td>
<td>53</td>
<td>65%</td>
<td>5</td>
</tr>
</tbody>
</table>

Cut-off scores key:

- **GCE**: General Certificate of Education
- **STPM**: Sijil Tinggi Persekolahan Malaysia
- **IB**: International Baccalaureate
- **ATAR**: Australian Tertiary Admission Rank - applicable to all Australian matriculation
- **HKDSE**: Hong Kong Diploma of Secondary Education
- **India**: Includes All India Senior School Certificate awarded by The Central Board of Secondary School Education (CBSE), Indian School Certificate (ISC) awarded by the Council for the Indian School Certificate Examinations (CISCE), Higher School Certificate (HSC) awarded by one of the State Secondary School Boards. Certificates awarded by the CBSE and the CISCE are generally considered to represent a higher level of achievement than state certificates.
- **Sri Lanka**: GCE ‘A’ Level issued by the Department of Examinations
  - Score Conversion for Advanced level/GCE/GCSE:
    - Grades awarded from 2010 onwards: A*=6, A=5, B=4, C=3, D=2, E=1
    - Grades awarded up to 2009: A=5, B=4, C=3, D=2, E=1
    - AS Levels equal half of that of an Advanced Level, e.g. 3 points for an A*, 2.5 points for an A (prior to 2010)
  - Subject Grades Conversion for STPM:
    - A=5, A- =4, B+ =4, B=3, B- =2, C+ = 2, C=1

Grades awarded from 2010 onwards: A*=6, A=5, B=4, C=3, D=2, E=1
Grades awarded up to 2009: A=5, B=4, C=3, D=2, E=1
AS Levels equal half of that of an Advanced Level, e.g. 3 points for an A*, 2.5 points for an A (prior to 2010)
Subject Grades Conversion for STPM:
A=5, A-=4, B+=4, B=3, B-=2, C+=2, C=1
Over 1000 FREE parking spaces across the campus.
Do you want to undertake a challenging management role in a global business environment? The Bachelor of Administration will provide you with expertise in the general management area.

This is a broad-based degree that can offer you a variety of opportunities for a career in business and management. It is designed for school leavers seeking a degree that will provide expertise in general management and for mature-aged students with a range of business experience.

**CAREER OPPORTUNITIES**

Management Consultant, Business Development Officer, Industrial Relations Officer, Human Resources Officer, Operations Officer, Logistic Officer, Supply Chain Officer, Import-Export Coordinator, Branding Expert, Purchasing Officer, Market Researcher, Statistician, Financial Consultant.

Why Business Administration?

- Graduate with strong expertise in general management, with the added ability to specialise in areas such as small business and entrepreneurship, human resource and international management.
- Course conforms to the membership standards of relevant professional bodies.
- Students will be exposed to international business practices.
- It is a field with a very high demand for graduates and offers excellent international employment opportunities.
- The course has extensive support and collaboration from industry players.
- The course is taught by excellent teaching staff, many with extensive industrial experiences and strong links with national and international institutes.

**ENTRY REQUIREMENTS**

- GCE A-Levels/STPM (best of 3) - 5
- UEC (best of 5 selected*) - 15
- ATAR (includ. WACE/SACE/HSC/VCE) - 70
- IB - 24
- Ontario Gr 12 (best of 6 & CPU) - 60
- WACE - 15
- WAUFP (CPS) - 53
- Malay: Minimum 60%
- Sinhala / Tamil - 5
- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C

**INTAKE**

- Feb, Jul

**DURATION**

3 years full-time

**LOCATION**

- Bentley, Malaysia
- Mauritius
- Vietnam

**RECOGNITION/ACCRREDITATION**

- Malaysian Qualifications Agency (MQA)
- Public Services Department (JPA)

BBA students can opt for membership in professional bodies similar to those for Commerce programmes.

Graduates may also be eligible for recognition by other selected professional bodies in Australia, Malaysia and internationally.

**COURSE STRUCTURE**

**YEAR 1**

- Introduction to Accounting
- Business Law
- Fundamentals of Management
- Introduction of Business Information Systems
- Communication in Business
- Introductory Economics
- Discovering Marketing
- Elective

**YEAR 2**

- Introductory Systems Analysis and Design
- Management Accounting
- Macro Economic Principles
- Human Resource Management
- Introduction to Finance
- 3 Electives

**YEAR 3**

- Organisational Behaviour
- Strategic Management
- Business Capstone
- Managing Change
- 4 Electives

**COURSES ESSENTIALS**

**COURSE NAME**

Bachelor of Business Administration

**ENTRY REQUIREMENTS**

- GCE A-Levels/STPM (best of 3) - 5
- UEC (best of 5 selected*) - 15
- ATAR (includ. WACE/SACE/HSC/VCE) - 70
- IB - 24
- Ontario Gr 12 (best of 6 & CPU) - 60
- WACE - 15
- WAUFP (CPS) - 53
- Malay: Minimum 60%
- Sinhala / Tamil - 5
- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C

**INTAKE**

- Feb, Jul

**DURATION**

3 years full-time

**LOCATION**

- Bentley, Malaysia
- Mauritius
- Vietnam

**PREREQUISITES**

- Mathematics
- English Competency

**ENGLISH COMPETENCY**

- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C

**RECOGNITION/ACCRREDITATION**

- Malaysian Qualifications Agency (MQA)
- Public Services Department (JPA)

BBA students can opt for membership in professional bodies similar to those for Commerce programmes.

Graduates may also be eligible for recognition by other selected professional bodies in Australia, Malaysia and internationally.
The Bachelor of Commerce is the principal course in Faculty of Business and is an internationally recognized business qualification. This course enables you to choose from a variety of business specialization to suit your individual passions and career goals. All Commerce majors are practical and industry-focused.

The course is designed to help you gain the theory and practical skills you need to be ready for the job market. You will learn from experienced staff, have opportunities to interact with businesses and learn in real workplace scenarios.

It comprises eight common core units, seven of which must be completed in your first year of study: accounting, business law, economics, business information systems, management, marketing and communication in business.

In your second and third years, you may choose to specialise in one or two majors.

A single major allows you undertake elective units, and gives you a broader perspective of a single business area.

The double major courses are also very relevant to the requirements of today’s business world, with considerable emphasis on decision-making, trends in technology and associated work patterns, and other aspects of management in the highly competitive business arena.

The double major courses are also very relevant to the requirements of today’s business world, with considerable emphasis on decision-making, trends in technology and associated work patterns, and other aspects of management in the highly competitive business arena. They are designed to develop professional expertise in several relevant areas of specialisation and in a range of other required skills.

You will graduate with a Bachelor of Commerce degree regardless of which areas you choose to specialise in. You may gain work experience through work placements, vacation placements and internships.

You will complete the final common core unit, business capstone, in your final semester of study.

### FREQUENTLY ASKED QUESTIONS

**WHEN DO I HAVE TO CHOOSE MY MAJOR?**

In the second semester of your first year of the Bachelor of Commerce course you will choose your area of specialisation, either a single major or double major.

**CAN I CHANGE MY MAJOR ONCE I HAVE SELECTED ONE?**

You can transfer to a different major or double major once per semester, usually at the re-enrolment time, however, you may have to complete extra units as a result.

[business.curtin.edu.my](http://business.curtin.edu.my)

---

**Business Capstone: Run Your Own Virtual Company**

In the Business Capstone common core unit, you will compete in teams to develop and operate your own virtual company. Using internationally developed Capsim software, you’ll make decisions about market share, manufacturing, cash flow, product development and other factors that will interplay and affect your business’s performance. All Bachelor of Commerce and Bachelor of Business Administration students undertake the program in their final semester.

**Course Structure**

In the first year of the Bachelor of Commerce you will study seven common core units regardless of which major/s you choose. In your final year you will complete the Business Capstone unit to graduate.

**Course Essentials**

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>Bachelor of Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entry Requirements</strong></td>
<td></td>
</tr>
<tr>
<td>1. GCE A/Levels (STPM) (best of 3)</td>
<td>5</td>
</tr>
<tr>
<td>2. IELTS (minimum 6.0)</td>
<td></td>
</tr>
<tr>
<td>3. TOEFL (minimum 80 IBT)</td>
<td></td>
</tr>
<tr>
<td>4. NCEA (minimum 15 credits at Level 3 and above)</td>
<td></td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>3 years</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>Full-time</td>
</tr>
<tr>
<td><strong>Recognition/Accreditation</strong></td>
<td></td>
</tr>
<tr>
<td>Curtin University is a member of the International Association of Universities.</td>
<td></td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td>Mathematics</td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Intake</strong></td>
<td>Feb, Jul</td>
</tr>
<tr>
<td><strong>Recognized</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Recognized by</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Recognized by</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Recognized by</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Recognized by</strong></td>
<td></td>
</tr>
</tbody>
</table>

---

**COURSE ESSENTIALS**

<table>
<thead>
<tr>
<th>Component</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Single Major</strong></td>
<td>7 units from your first chosen major + 8 electives or minor units</td>
</tr>
<tr>
<td><strong>Double Major</strong></td>
<td>7 units from your first chosen major + 8 units from your second chosen major</td>
</tr>
</tbody>
</table>

---

**Business Capstone**

Common core unit in your final semester
You can develop expertise in areas such as auditing, taxation, insolvency, compliance, or accounting systems and technology. You can also develop skills in a number of other areas. If you graduate with a Curtin accounting qualification, you are eligible to join a range of professional accounting bodies operating in Australia and Malaysia.

CAREER SNAPSHOTSHS
Accountant
Accountants analyse, report and give advice on the strategic direction and financial dealings of organisations. They also advise on all manner of business processes, and prepare financial statements, conduct audits and analyse company performance.

Auditor
Auditors investigate an organisation’s financial statements to determine if they are true and fair. The investigation requires the auditor to gain a thorough understanding of the organisation, the industry and regulatory requirements. This includes a detailed analysis of risks facing the organisation. A career in auditing exposes you to myriad organisations and industries.

Business analyst
Business analysts look for inefficiencies and recommend improvements to business operations. They also analyse a company’s financial performance in profitability and cash flow.

Treasurer
Treasurers play a crucial role in the overall financial operations of an organisation. They oversee financial areas and have a high level of experience in financial reporting and corporate governance.
Potential employers
- Banks
- Private businesses
- Brokerage firms
- Government departments and the public sector
- Property developers

Career opportunities
- Investment banker
- Bank manager
- Financial manager
- Credit analyst
- Financial planner
- Corporate finance analyst

CAREER SNAPSHOTs
Accountant
Corporate finance analyst
Corporates finance analysts provide financial services and advice to commercial and government clients about various financial matters including fund and debt management, mergers, floatations, acquisitions and privatisation.

Investment banker
Investment or merchant bankers connect businesses with investors who are interested in giving capital in exchange of bonds or stock. They may also negotiate business deals, mergers and acquisitions.

Bank manager
Bank managers oversee the running of a bank branch, or a number of branches. They are responsible for signing up new customers, managing and developing staff, maintaining customer service levels, minimising complaints and increasing the bank’s profits.

Financial manager
Financial managers prepare reports that summarise a business’s financial position in areas of income, expenses, capital usage and cash flow. They review annual budgets and assist with the preparation of strategic plans, budgets and financial forecasts.

Credit analyst
Credit analysts review and analyse the credit worthiness and risk associated with people who have applied for loans or lines of credit.

Financial planner
Financial planners advise clients on wealth creation and investments, taxation planning, retirement, superannuation, and risk management and insurance. They help clients examine their existing financial situation with a view to meeting both immediate and long-term goals.
Entrepreneurs can be found in many types of workplaces. What they all have in common is ambition, an ability to think outside the box and the love of a personal challenge. Does this sound like you? If you want to pave your own way and bring your ideas to life rather than work for someone, you could be an entrepreneur in the making.

This course prepares students for careers in the management of small and medium retail, export or sales enterprises. It compromises a foundation in business studies, followed by two streams of units which address subject areas central to marketing, sales, entrepreneurship and SME management.

It has a practical emphasis and is guided by a philosophy of teaching which stresses interactivity, student participation and lifelong learning.

**CAREER SNAPSHOTs**

There are many challenges ahead if you decide you want to be your own boss. One of the major decisions involves the type of business you want to have: Will you sell products or services? Will you wholesale or retail?

Here’s some food for thought:

**Start your own business or buy a business?**

You don’t have to start from scratch - you can put your mind to work on an existing business. This can have plenty of advantages over a new business because it comes with a customer base, products and existing sales channels.

Independent or franchise?

Buying an independent business gives you the freedom to do what you want with it, but the downside is that you’re also responsible for anything that goes wrong. If you buy into a franchise, you can get an established company with plans, guidelines, training and support, but you’re not responsible for making all the key decisions. Your choice depends on how safe you want to play it.

**Online or physical business?**

Will your business ideas work better using the internet, or do you need a physical shopfront to sell your product or service? Start-up costs are much lower if you trade online, but that doesn’t guarantee success.

Other Career Opportunities

Management consultant, Business Development Officer, Human Resources Officer, Operations Officer, Logistics Officer, Supply Chain Officer, Branding Expert, Retail Manager, Market Researcher, Business Planner.

**COURSE STRUCTURE**

**Year 1**

Bachelor of Commerce common core units (refer to page 16)

**Small Business Planning**

**Year 2**

Human Resource Management Introduction

Entrepreneurship

Consumer Behaviour

International Marketing

Managing Operations

Company Law of Business OR

Business and Sustainable Development

Marketing Research

Digital Communication Management

**Year 3**

Management of Innovation

Introduction to Australian Tax Law OR

Event Management

Strategic Marketing

Internet Marketing

Small Business Growth

Retail Marketing & Distribution OR

Business Internship

Business Capstone

**SUCCESSFUL ENTREPRENEURS**

- Mark Zuckerberg: Co-founder, Facebook
- Richard Branson: Founder, Virgin Group
- Tony Fernandes: Group CEO, Air Asia
- Larry Page: Founder, Google

**COURSE ESSENTIALS**

**ENTRY REQUIREMENTS**

<table>
<thead>
<tr>
<th>English Competency Intake</th>
<th>ENTRANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCE A-Levels/STPM (best of 3)</td>
<td>5</td>
</tr>
<tr>
<td>UEC (best of 5 selected)</td>
<td>15</td>
</tr>
<tr>
<td>WACE/SACE/CAIE/IB</td>
<td>70</td>
</tr>
<tr>
<td>+ GB</td>
<td>24</td>
</tr>
<tr>
<td>HSC/ICSE</td>
<td>60</td>
</tr>
<tr>
<td>NCEA Level 2 (best of 6)</td>
<td>15</td>
</tr>
<tr>
<td>NCEA Level 3</td>
<td>53</td>
</tr>
<tr>
<td>IELTS: Overall 6.0 (no individual band below 6.0)</td>
<td></td>
</tr>
<tr>
<td>TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)</td>
<td></td>
</tr>
<tr>
<td>SPM 1119 English: C</td>
<td></td>
</tr>
<tr>
<td>GCE ‘A’ Level: E</td>
<td></td>
</tr>
<tr>
<td>GCE ‘O’ Level: C</td>
<td></td>
</tr>
</tbody>
</table>

**DURATION** 3 years full-time

**LOCATION**

- BENTLEY, MALAYSIA
- SINGAPORE
- MAURITIUS

**INTEREST**

Feb, Jul

**PRE-REQUISITES**

Mathematics
Management knowledge and skills are valued and needed in small-to medium enterprises, not-for-profit organisations, large corporations and government, both locally and globally.

Management is about taking a leading role: supervising and mentoring staff, balancing budgets, and ensuring tasks and projects are completed successfully, together with recognising issues such as values, ethics and sustainability. It means taking responsibility, being entrepreneurial and getting things done, and making the most of your staff and resources.

**CAREER SNAPSHOTs**

- **Business manager**
  Business managers undertake a range of functions to keep the administration of an organisation running smoothly. They may be responsible for human resources, budgets, transport, accommodation, risk, facilities and records. Team leader
  Team leader manage daily planning and operations to enable their team to meet work targets.

- **Retail manager**
  Retail managers plan and coordinate the operations of retail outlets and online stores. This includes managing staff, responding to customer complaints, controlling the level, price and presentation of stock, monitoring finances, running promotions and meeting sales targets.

- **Service delivery manager**
  Service delivery managers supervise a service delivery team. They train and motivate staff, develop processes and service quality, and find ways for improvement in service delivery.

- **Management consultant**
  Management consultants study an organisation’s procedures and systems to assess how staff, suppliers and the organisation can best operate.

**COURSE STRUCTURE**

**Year 1**
- Bachelor of Commerce common core units (refer to page 16)
- Organisational Behaviour

**Year 2**
- Human Resource Management Introduction
- Business and Sustainable Development
- Consumer Behaviour
- Marketing Research
- International Management
- Entrepreneurship
- International Marketing
- Digital Communication Management

**Year 3**
- Managing Change
- Strategic Management
- Retail Marketing & Distribution OR Business Internship
- Strategic Marketing
- Business Ethics
- Services Marketing
- Internet Marketing
- Business Capstone

**ENTRY REQUIREMENTS**

<table>
<thead>
<tr>
<th>English Competency</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCE A-Levels/STPM (best of 3)</td>
<td>5</td>
</tr>
<tr>
<td>UEC (best of 5 selected*)</td>
<td>15</td>
</tr>
<tr>
<td>VCE (best of 6)</td>
<td>24</td>
</tr>
<tr>
<td>WACE/SACE/IB</td>
<td>70</td>
</tr>
<tr>
<td>TOEFL (IBT)</td>
<td>68 (band minimum W-21, L-13, R-13, S-18)</td>
</tr>
<tr>
<td>GCE 'A' Level</td>
<td>24</td>
</tr>
<tr>
<td>GCE 'O' Level</td>
<td>24</td>
</tr>
<tr>
<td>GCE 'E' Level</td>
<td>24</td>
</tr>
<tr>
<td>GCE 'C' Level</td>
<td>24</td>
</tr>
<tr>
<td>GCE 'S' Level</td>
<td>24</td>
</tr>
<tr>
<td>IELTS</td>
<td>Overall 6.0 (no individual band below 6.0)</td>
</tr>
</tbody>
</table>

**COURSE ESSENTIALS**

**Potential employers**

- Government departments and the public sector
- Consulting firms
- Industrial and commercial organisations
- Finance sector
- Training and development companies

**Career opportunities**

- Business or retail manager
- Management consultant
- Service delivery manager
- Team Leader
HUMAN RESOURCE MANAGEMENT

Discover how to engage a highly committed and capable workforce to operate in the global business world.

In Human Resource Management you’ll cover topics such as staff selection, promotion, learning and development, and remuneration.

CAREER SNAPSHOTs

Business manager
Business managers undertake a range of functions to keep the administration of an organisation running smoothly. They may be responsible for human resources, budgets, transport, accommodation, risk, facilities and records.

Team leader
Team leader manage daily planning and operations to enable their team to meet work targets.

Retail manager
Retail managers plan and coordinate the operations of retail outlets and online stores. This includes managing staff, responding to customer complaints, controlling the level, price and presentation of stock, monitoring finances, running promotions and meeting sales targets.

Service delivery manager
Service delivery managers supervise a service delivery team. They train and motivate staff, develop processes and service quality, and find ways for improvement in service delivery.

Management consultant
Management consultants study an organisation’s procedures and systems to assess how staff, suppliers and the organisation can best operate.

COURSE ESSENTIALS

ENTRY REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCE A-Levels/STPM (best of 3)</td>
<td>15</td>
</tr>
<tr>
<td>UEC (best of 5 selected)*</td>
<td>15</td>
</tr>
<tr>
<td>Merit (WACE/SACE/HPACE)</td>
<td>70</td>
</tr>
<tr>
<td>IB</td>
<td>24</td>
</tr>
<tr>
<td>diploma or equivalent</td>
<td>60</td>
</tr>
<tr>
<td>NOIE</td>
<td>15</td>
</tr>
<tr>
<td>JNI</td>
<td>53</td>
</tr>
<tr>
<td>SPM</td>
<td>5</td>
</tr>
<tr>
<td>GCE 'O' Level</td>
<td>5</td>
</tr>
<tr>
<td>GCE 'A' Level</td>
<td>5</td>
</tr>
<tr>
<td>Maximum English Competency</td>
<td>Overall 6.0</td>
</tr>
<tr>
<td>IELTS</td>
<td>Minimum 6.0</td>
</tr>
<tr>
<td>TOEFL</td>
<td>Minimum 68</td>
</tr>
<tr>
<td>SPM 1119 English</td>
<td>C</td>
</tr>
<tr>
<td>GCE 'O' Level</td>
<td>C</td>
</tr>
<tr>
<td>GCE 'A' Level</td>
<td>E</td>
</tr>
</tbody>
</table>

ENGLISH COMPETENCY

<table>
<thead>
<tr>
<th>Certification</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>IELTS</td>
<td>Overall 6.0</td>
</tr>
<tr>
<td>TOEFL</td>
<td>Minimum 68</td>
</tr>
<tr>
<td>SPM 1119 English</td>
<td>C</td>
</tr>
<tr>
<td>GCE 'O' Level</td>
<td>C</td>
</tr>
<tr>
<td>GCE 'A' Level</td>
<td>E</td>
</tr>
</tbody>
</table>

COURSE STRUCTURE

Year 1
Bachelor of Commerce common core units (refer to page 16)
Organisational Behaviour

Year 2
Human Resource Management Introduction
Small Business Planning
Safety and Environmental Health Law
Employee Relations in Singapore
Business and Sustainable Development
International Management
Entrepreneurship
Introduction to Human Resource Development

Year 3
Selecting and Promoting Staff
Strategic Management
Performance and Conflict Management
International Human Resource Management
Managing Change
Business Ethics
Remuneration and Reward Management
Business Capstone

COURSE NAME
Bachelor of Commerce

DURATION
3 years full-time

LOCATION
BENTLEY, MALAYSIA, SINGAPORE, MAURITIUS

PREREQUISITES
Mathematics

INTRA
Feb, Jul
Marketing is one of the most important functions in a successful business. Firms use marketing to differentiate their products and services in the marketplace, effectively communicate with their intended audience, and develop strategies to maximise consumer value, sales and profits.

Market research analyst
Market research analysts collect and analyse information to help marketers understand their customers better. They design questionnaires and select sample groups to survey, conduct focus groups, analyse and interpret results, and report research findings.

Fundraising coordinator
Fundraising coordinators organise fundraising events, seek major sponsors, run publicity campaigns and write grant submissions.

Digital marketing specialist
Digital marketing specialists enable a business to grow, compete and succeed in the digital arena. They are responsible for helping develop the digital communication strategy, search engine optimisation, email marketing, social media and networking.

Marketing communications manager
Marketing communications managers work closely with marketing, advertising, sales and public relations staff to execute strategies that generate awareness of a company’s brand.

Potential employers
- Government departments and the public sector
- Leisure and tourism industry
- Advertising agencies
- Retailers and wholesalers
- Product management for manufacturing company
- Service industries

CAREER SNAPSHOTS
Marketing assistant
Marketing assistant positions are a common starting point for marketing graduates. They undertake activities to promote a company’s products or services.

Product manager
Product managers coordinate market research, product development and production, packaging, pricing and distribution, and organise promotion, advertising and sales.

MARKETING

ENTRY REQUIREMENTS
- GCE A-Level/SPM (best of 3) - 15
- UEC (best of 5 selected*) - 15
- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE 'A' Level: E
- GCE 'O' Level: C

DURATION
3 years full-time

LOCATION
MELBOURNE, MELBOURNE, SINGAPORE, MAURITIUS

PREREQUISITES
Mathematics

COURSE STRUCTURE
Year 1
Bachelor of Commerce common core units (refer to page 16)
Small Business Planning

Year 2
Marketing Research
Internet Marketing
International Marketing
Digital Communication/Marketing
4 Electives

Year 3
Strategic Marketing
Services Marketing
Retail Marketing and Distribution
Business Capstone
4 Electives

MARKETING COURSE ESSENTIALS

MARKETING ENTRANCE REQUIREMENTS
- GCE A-Level/SPM (best of 3) - 15
- UEC (best of 5 selected*) - 15
- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE 'A' Level: E
- GCE 'O' Level: C

CONTACT
Feb, Jul
Public Relations (PR) is about managing communications, reputation and relationships for organisations. It involves attracting and retaining the support of customers, employees, investors, communities and other stakeholders critical to an organisation’s success.

PR professionals work in a wide variety of organisations and industries. They may provide advice to management and decisionmakers at the highest level, and work closely with the media.

In this course, you’ll gain hands-on experience by developing strategies for real organisations, as well as undertaking a professional internship in your final year.

CAREER SNAPSHOT

Public relations coordinator
Public relations coordinators create, develop, implement and evaluate communication strategies for their organisations. Their role involves a considerable amount of writing and editing across all media, printed and electronic, including social media. Managing events is often a key responsibility.

Communications strategist
Communications strategists plan, implement and evaluate communications programs for organisations. Knowledge of social media, mainstream media, current affairs and business is essential.

Social media manager
Social media managers plan and coordinate social media campaigns for their organisations across various social media platforms.

Internal communications coordinator
Internal communications coordinators share important information about events happening inside and outside of the organisation.

Public relations consultant
Public relations consultants work on projects to improve media relations, social media campaigns and marketing communications, public information campaigns, and issues and crisis management.

Publicist
Publicists generate publicity opportunities, and ensure that their clients receive positive coverage in social and mainstream media. Publicists work for clients using social media, as well as arranging interviews, pitching stories to journalists and drafting media releases.

Career opportunities

• Public relations coordinator
• Communications strategist
• Social media manager
• Internal communications coordinator
• Public relations consultant
• Publicist

Potential employers

• Public relations agencies
• Corporate affairs in government
• Public and private sectors
• Event management companies
• Crisis management companies

COURSE ESSENTIALS

COURSE NAME
Bachelor of Commerce

ENTRY REQUIREMENTS

- GCE A-Level / STPM (best of 3) - 5
- UEC (best of 5) - 15
- Matric / WACE / SACE / HSC / VCE - 70
- IB - 24
- Ontario Gr 12 (best of 6) - 80
- HKDSE - 15
- WAUFP (CPS) - 53
- IELTS: Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 88 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C

DURATION
3 years full-time

LOCATION
BENTLEY, MALAYSIA, MAURITIUS

INCOME
Feb, Jul

ENGLISH COMPETENCY

- IELTS Overall 6.0 (no individual band below 6.0)
- TOEFL (IBT): 88 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C
- GCE ‘A’ Level: E

COURSE STRUCTURE

Year 1
Bachelor of Commerce common core units (refer to page 16)

Year 2
Public Relations in Society

Year 3
Public Relations Planning and Evaluation

Career opportunities

• Public relations coordinator
• Communications strategist
• Social media manager
• Internal communications coordinator
• Public relations consultant
• Publicist

Potential employers

• Public relations agencies
• Corporate affairs in government
• Public and private sectors
• Event management companies
• Crisis management companies
TOURISM AND HOSPITALITY

Tourism and hospitality are rapidly growing industries and may offer a variety of career paths. Careers may be in areas such as tourism development, organising events and festivals, and hotel resort management.

Employers in this field need people who are interested in travel, and who enjoy meeting new people and providing them with exceptional experiences.

The tourism and hospitality industries are where pressure can lead to a great sense of achievement. With diverse career paths and possibilities for travel, or living and working interstate or overseas, exciting times could be ahead.

CAREER SNAPSHOTs

Tourist information officer
Tourist information officers provide travellers with suggestions for tours, travel routes, accommodation and local attractions. They also assist with research into tourism opportunities for local communities.

Corporate travel consultant
Corporate travel consultants manage the business travel arrangements for companies. They consult with corporate clients and travel requirements and budgets, and work with management to develop travel policies for their staff.

Tourism manager
Tourism managers may run a tourism information centre, and manage staff, office systems and service provision. They promote tourism in their region through marketing strategies and advertising campaigns.

Resort manager
Resort managers are multi-skilled professions who supervise and oversee the operations of resort destinations.

Event planner or manager
Event planners or managers plan, design and produce events, work with various stakeholders from conception through to completion, provide quality and memorable event experiences.

Career opportunities
- Tourist information officer
- Corporate travel consultant
- Tourism manager
- Hotel manager
- Resort manager
- Event planner or manager
- Customer & guest relations manager

Potential employers
- Convention centres
- Government departments
- Hotels, Resorts, Sports and Golf Club
- Destination management organisations
- Event companies
- Ministry of Tourism and Culture
- Tertiary institutions of learning

COURSE ESSENTIALS

COURSE NAME
Bachelor of Commerce

ENTRY REQUIREMENTS
- GCE A-Level/STPM (best of 3) - 5
- UEC (best of 5 selected*) - 15
- ATAR (includ. WACE/SACE/HSC/VCE) - 70
- IB - 24
- Hong Kong Gr 12 (best of 6) & CPU - 60
- TOEFL (IBT): 68 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE ‘A’ Level: E
- GCE ‘O’ Level: C

DURATION
3 years full-time

LOCATION
PREREQUISITES
Mathematics

COURSE STRUCTURE

Year 1
Bachelor of Commerce common core units (refer to page 16)
Principles of Tourism, Hospitality and Events

Year 2
Hospitality Industry Management
Managing Tourism Destinations
International Marketing
Consumer Behaviour
Marketing Research
Digital Communication Management
Sustainable Event Development
Tourism Marketing

Year 3
Event Management OR
Business Internship
Contemporary Issues in Tourism Management
Strategic Marketing
Internet Marketing
Dynamics of Hospitality Industry Management
Services Marketing
Retail Marketing & Distribution OR
Business Internship
Business Capstone
HOW TO APPLY

To Apply

1. Complete the online Application Form at futurestudents.curtin.edu.my/enquiry/
2. Printed Application Forms must be accompanied by certified copies of relevant documents.
3. Successful applicants will receive an Offer Pack which will include a Letter of Offer, Acceptance of Offer Form, Enrolment Form and Student Pass Application Pack.

To accept the offer, complete and sign all the forms and return them with payment of all fees to Curtin Malaysia by the due date stated in the offer letter in order for the student pass and visa application to be processed.

4. The Student Pass Application pack includes (international students only) includes:
   - Student Pass Application Form Im. 14 Pin. 1/93 (1 copy, in the Malay Language)
   - Visa Application Form Im. 38 Pin. 1/93 (1 copy, in the Malay Language)
   - Foreign Student Particulars (3 copies, in the Malay Language)
   - English translation of the above forms
   - Student Pass Application Policy and Procedures
   - Curtin Medical Form

5. The student pass application process would usually take ONE month. Upon approval, a Visa Approval Letter (VAL) from the Sarawak Immigration Department will be forwarded to you via courier.

You are then required to present the following documents to the Malaysian Embassy for ‘Single Entry Visa’ endorsement:
   - Passport
   - Letter of Offer
   - Visa Approval Letter (VAL) from Sarawak Immigration Department

Before leaving home

1. It is advisable to book an air ticket immediately after accepting the offer as airline seats are in high demand before the start of each semester.
2. Wherever possible, arrange your itinerary to transit at Kuala Lumpur International Airport (KUL), which is the main entry point to Malaysia, then travel to Miri within the same day.
3. Make arrangements for accommodation. To book campus accommodation, log on to housing-recreation.curtin.edu.my
4. To request the Airport Reception Service on arrival, you will need to complete the Airport Reception Service (ARS) Booking Form which is available at international.curtin.edu.my/the-international-division/airport-reception-service/
   - ARS requests must be submitted 3 working days in advance.
5. To ensure smooth immigration clearance at KUL and Miri Airport, you will need to produce your passport, Letter of Offer from Curtin Malaysia, and Visa Approval Letter (VAL) from the Sarawak Immigration Department, at the airport immigration counters.

On arrival in Miri

1. If you have requested the Airport Reception Service, you will be met at Miri Airport and transported to your campus accommodation or short-term accommodation.
2. You are required to report to the Curtin Malaysia International Office during office hours, and will be assisted to open a bank account and make an appointment for medical check-up.
3. The University conducts an orientation programme to assist students to settle in Miri and into the University environment. It includes information on enrolment procedures, study skills, campus facilities, support services, public transport, shopping and recreational activities.

The programme is supported by specialist staff members, student associations and senior students. All new students are required to attend.