



LINCOLN
UNIVERSITY COLLEGE
DKU016 (B)



ISO 9001:2015 Certified

Bachelor of Business Entrepreneurship

(N/345/6/1089) (11/24) (MQA/PA 10706)

PROGRAMME DESCRIPTION

Bachelor of Business Entrepreneurship provides students with the fundamental knowledge about corporate management and skills that help them to recognize the varied functioning of a company. Entrepreneurs are business owners or managers of a corporation, enterprise or small company and/or have opportunities as management trainees. There are companies that employ fresh Bachelor of Business Entrepreneurship graduates, which can be a great learning opportunity for the later. Students from this background can enrol in Master's in Business Administration (MBA) and achieve specialization in a specific management domain so as to attain jobs in the executive position.

PROGRAMME AIM

The Program will produce graduates who are

- ▶ knowledgeable and skilful in the field of Business Entrepreneurship, to provide idea about the psychological basis for entrepreneurial activity in direct application to business and accounting for progressing theory and practice.
- ▶ professional in field of business industry to keep the modern society moving by inculcating values and ethics with good team work.
- ▶ capable to communicate effectively and provide solution to business and entrepreneurial problems in using scientific skills.
- ▶ able to build proficient lifelong learning skills regarding the global entrepreneurial business for personal development along with development of information management techniques.
- ▶ proficient entrepreneurs in the field of business, providing concepts to understand the management, controlling of the enterprise.

CAREER OPPORTUNITIES

After completion of this course the students are expected to find jobs and work as

1. Manager
2. Business Consultant
3. Business Reporter
4. Chief Human Resources Officer
5. Commercial Banker
6. Executive/Office Assistant
7. Finance Controller
8. Franchise Operator
9. Fundraisers and Development Officer
10. New Venture Developer
11. Sales Manager

PROGRAMME DURATION

Full Time : 36 Months

Part Time : 72 Months

INTAKE AND ENTRY REQUIREMENTS

March, July, November

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my

Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.



- i. Pass in Sijil Tinggi Persekolahan Malaysia (STPM), with a minimum Grade C (GP 2.00) in any 2 subjects, and pass in Mathematics and English at SPM level or any equivalent qualification; or
- ii. Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, and pass in Mathematics and English at SPM level; or
- iii. Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF) with a minimum PNGK of 2.00; or
- iv. Pass in Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00; or
- v. Other equivalent qualifications recognized by the Government of Malaysia.

English Requirements :

International students must have proof of good proficiency in verbal and written English. For example, International English Language Testing System (IELTS) score of 5.5 or its equivalent. If a student does not meet this requirement, HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

LIST OF COURSE/MODULE IN THE PROGRAMME

Sl. No.	Subject Name
1.	English 1
2.	Principles of Management
3.	Entrepreneurial Marketing
4.	Principles of Accounting
5.	Fundamentals of Computers
Elective (Choose any one module from the following):	
6.	Islamic Civilization and Asian Civilization
7.	Malay Communication 3
8.	English 2
9.	Organizational Behavior
10.	English for Professional Purposes
11.	IT Infrastructure & Applications for Entrepreneurs
12.	Managerial Economics
13.	Human Resources Management
14.	Operation Management
15.	Banking and Finance
Elective (Choose any one module from the following):	
16.	Ethnic Relations
17.	Malaysian Studies 3
18.	Project Management
19.	Fundamentals of Entrepreneurship
20.	Company Law

Sl. No.	Subject Name
21.	Management Accounting
22.	Business Audit & Compliance
23.	Leadership Skills and Human Relations
24.	Quantitative Methods
25.	Business ethics
26.	Income Tax
27.	Venture Capital Entrepreneurs
28.	Legal Aspects of Entrepreneurship
29.	Malaysian Government and Public Policy
30.	Family & Small Business Entrepreneurs
31.	Business Strategies & Planning for Entrepreneurs
32.	Community Service
33.	E- Commerce
34.	Regulatory Framework for Business
35.	Financing Options for Entrepreneurs
36.	Financial management
37.	Mergers and Acquisitions for Entrepreneurs
38.	Business Research Methodology
Elective (Choose any four modules from the following):	
39.	Business Planning and Forecasting
40.	Innovation Strategy of Entrepreneurs
41.	International Business for Entrepreneurs
42.	Financial Modelling
43.	Real Estate Entrepreneurship
44.	Social Enterprise and Entrepreneurship
45.	Project Work

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