

Preston University



Preston University, Alabama, USA

BBA (Final Year)

BACHELOR IN BUSINESS ADMINISTRATION

FINAL YEAR

Through

DISTANCE LEARNING PART-TIME

With workshop support

Preston University
California, USA

The University

Preston University is a privately-owned university located in Alabama, USA that caters to the needs of students from around the world who desire to further their formal education. It offers Associate, Bachelors, Masters and Doctor of Philosophy (PhD) degrees in a variety of disciplines

Preston University is licensed by the Alabama State Department of Education and authorized to confer Associate, Bachelors, Masters and Doctoral degrees, and is a member of the Association of Collegiate Business Schools and Programs.

Preston University serves the diverse needs of individuals through high quality Distance Education programs, providing the opportunity for students to study and learn through classroom study or in their own homes at their own pace.

Preston University aims to develop graduates to be successful operators on the international business stage. The goal of all Preston University degree programs is to offer students the opportunity for personal growth and development, skill enhancement, and professional advancement by providing high quality education designed to develop well-rounded individuals who possess both vocational and people skills.

Students can now take advantage of today's advanced electronic technology to pursue a unique learning mode with Preston University to complete the final year of its Bachelor in Business Administration (Management) through a Distance Learning Program.

Kolej Unistate offers you the support to obtain this much sought-after American degree by providing you Training Workshops and Seminars.

Kolej Unistate has built a great reputation of excellent undergraduate and postgraduate education teaching experience. Its course review exercises, conducted by independent overseas university panel members have been given top ratings.

Bachelor in Business Administration

The BBA (Management) final year of the Preston University is a 9-month distance learning program offering specialized coursework and academic guidance in a variety of disciplines incorporating traditional as well as innovative instructional techniques.

Eminently suited for diploma holders and executives with vast experience this program may be pursued part-time. Kolej Unistate's very conducive learning environment and very experienced course facilitators will help participants adapt well to the action learning process and receive an excellent learning experience.

The final year of the BBA (Management) comprises the following modules:

- Principles of Management
- International Management
- Organizational Behavior
- Business Policy and Strategy
- International Marketing
- Principles of Marketing
- Entrepreneurship
- Financial Management
- Leadership
- Business Law
- Capstone Project

The Modules are presented over weekend workshop sessions at Kolej Unistate. Free books and course materials are provided to participants.

The workshops are organized one-module-a-month. Workshops will be conducted on Saturdays and Sundays to cater for busy aspirants. Workshop facilitators for the different modules have established credentials and have been selected for their range of academic and practical experience.

Assessment is carried out at the end of each module where the student will submit a written assignment for that module for evaluation. On completion of the eight modules and the Capstone Project of 5000 words, the student will be awarded the Preston University BBA degree.

Graduates of the BBA qualify to read the Preston University 12-month MBA degree at Kolej Unistate.

Course Description

MG 3110 Business Law

This course covers important areas of business law, such as contracts, sales, commercial papers, agency and employment law, business organizations, and property.

MG 4410 Principles of Management

This course addresses the contemporary management. Emphasis is upon the practical considerations of planning, organizing, decision-making, leading and controlling in modern organizations. The course covers each managerial function in detail, while illustrating historic perspectives and today's approach to management.

MG 4040 International Management

This course introduces students to the challenges and opportunities facing managers in today's international work place. Emphasis is upon the practical considerations of successfully managing global operations. The course will cover the global management philosophy, highlight the functional tools of international managers and illustrate effective approaches to international management

MG 4200 Organizational Behavior

The student will study the perspectives, historical background, methodology and theoretical framework for human behavior in organizations. Particular attention is placed upon organizational dynamics, environmental factors, management issues, technology, design, culture and organizational change.

FA 4160 Financial Management

This course covers the essential elements of modern financial management. It is especially designed for students in the Business Administration curriculum.

MK 5200 International Marketing

The purpose of this course is to enable the students to achieve an overview and understanding of international marketing as a managerial challenge. Emphasis is upon international environmental analysis, international marketing issues and their implications.

MK 4210 Principles of Marketing

This course provides insights into contemporary marketing applications. Exposure to marketing terms and concepts and integration of these terms into a marketing-focused thought process will enable the student to develop a practical marketing plan.

MG 4030 Leadership

This course helps students acquire a feel of how leadership is practiced, while gaining insight and information to enhance their own leadership skills, both personally and professionally.

MG 4420 Business Policy and Strategy

A series of business cases and materials are given that deal with a variety of problems confronting general management. These cases illustrate the major areas of managerial concern.

MK 4230 Entrepreneurship

This course provides the student with the insights and skills needed to gain an understanding of entrepreneurship.

MG 4980 BBA Capstone Project

A capstone experience requiring student to integrate all that has been learned into a major project of the student's choice.

Entry Qualifications

Holders of any of the following qualifications are eligible to enroll onto the Final Year of the BBA.

- Advanced Diploma in Business & Management or Marketing Management
- ITM or local Polytechnic Diploma
- Local University Diploma
- UTAR College Diploma
- Malaysian Association of Company Secretaries Professional Diploma
- Advanced Diploma of Institute of Administrative Management
- Postgraduate Diploma of Chartered Institute of Marketing
- Advanced Diploma of Association of Business Executives
- Higher National Diploma (HND)
- Partially completed ICOSA, ACCA, CIMA, IBBM or other equivalent professional or academic qualifications.

Those who do not qualify on the above criteria may also be allowed on the program if they are of a minimum age of 27 years with four years of executive experience. They shall be subject to an interview at Kolej Unistate.

Fee Structure

- Enrolment Fee : RM 200 (upon enrolment)
- Course Fee : RM 9,900*
- University Registration : USD1,100 (payable by third month)
- Exemption Fee : RM300 per subject exempted

Monthly Installments (Course Fee):

RM3, 900 x 1 month

RM1000 x 6 months

* Course Fee includes notes and assessments.



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