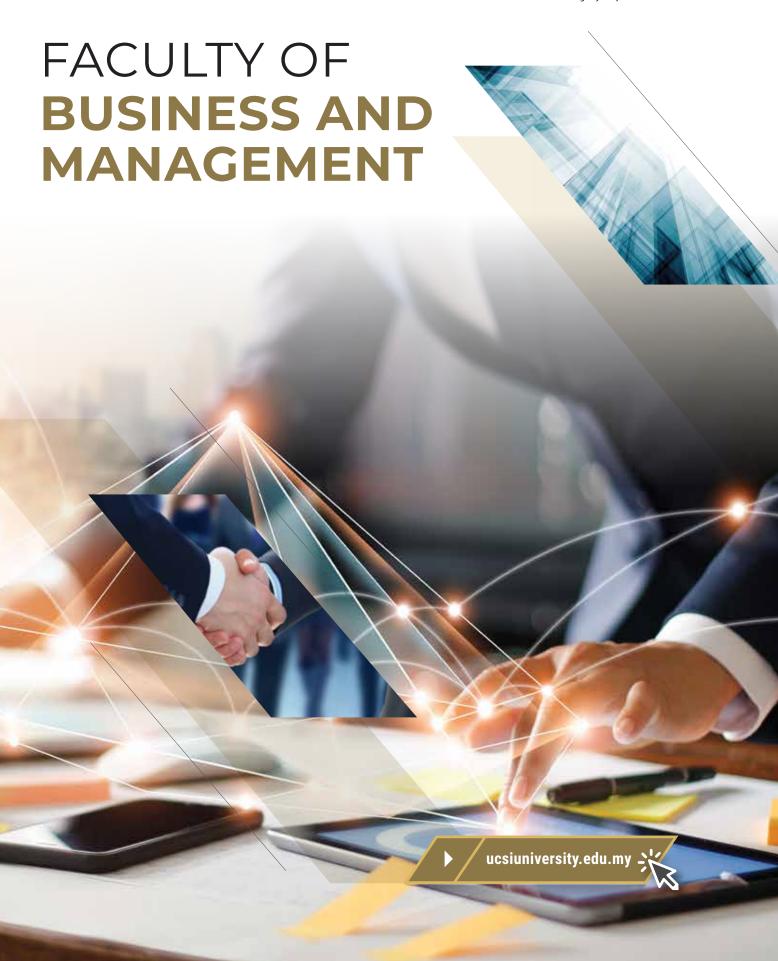




QS World University Rankings by Subject 2023







QS World University Rankings 2024

### **ONE OF ASIA'S BEST** PRIVATE UNIVERSITIES

UCSI University stands out as one of Asia's best-ranked private universities in the QS World University Rankings 2024. Ranked 300, UCSI is classified in the world's top 1%. UCSI was the only university in the world to receive the QS Recognition for Improvement Award in 2023 - an accolade that recognises universities that improve the most ranks on average.

### UCSI'S SUBJECT MILESTONES

**QS World** University **Rankings** by Subject 2023 #21 **PERFORMING** 

**HOSPITALITY AND** LEISURE MANAGEMENT **TOP 150** 

**PETROLEUM ENGINEERING**  **TOP 200** 

**ART AND DESIGN** 

**TOP 200** 

**BUSINESS AND** MANAGEMENT STUDIES

TOP 300

**PHARMACY AND** PHARMACOLOGY TOP 330

**SOCIAL SCIENCES** AND MANAGEMENT **TOP 400** 

**CHEMICAL ENGINEERING**  **TOP 600** 

MEDICINE



**MALAYSIA'S TOP** PRIVATE UNIVERSITY **FOR GRADUATE EMPLOYABILITY AND OUTCOMES** 



Malaysia's top private university for graduate employability

ation Ministry's Graduate Employability 2021-2022 survey



Four Forbes 30 Under 30 Asia inductees

RCE Kuching and RCE Greater Kuala Lumpur



Malaysia's top private university for employment outcomes

Two Prestige 40 Under

QS World University Rankings 2024

40 laureates



UCSI University is the first and only private university in Malaysia to receive a double

recognition as Regional Centre of Expertise (RCE) by the United Nations University:





for all UCSI programmes listed in the Malaysian Higher Education Ministry's

Graduate Employability 2022 Survey

4,600



global companies provide our students with internships



of our Co-Op partners would like to hire **UCSI Interns** 

**EMPLOYABILITY** 

Students from over

### 120 NATIONS

International students make up around 30% of UCSI's student population



**ACADEMICS** 

are Fellows of Academy of Sciences Malaysia or ranked in the World's Top 2% Scientists by Stanford University

of UCSI's academic staff are PhD holders and a further 15% are pursuing their doctorate



The 1<sup>st</sup> university in Malaysia's private higher education sector to offer programmes in Aquatic Science, Biotechnology, Food Science, Music and Nutrition



### **EMPOWERING CHANGEMAKERS**

UCSI University is one of Asia's top private universities. It is classified in the world's top 1% in the QS World University Rankings 2024, by virtue of its top 300 ranking. UCSI was the only university to receive the QS Recognition for Improvement Award - an award given to universities that improve the most ranks on average - at the 2023 QS EduData Summit in New York. And the University has steadily enhanced its global profile over the past decade.

Changemakers study here. Four UCSI alumni are Forbes 30 Under 30 Asia inductees. From social entrepreneurship to impactful visual storytelling, they raise aspirations and win the respect of the world. Two more alumni are Prestige 40 Under 40 laureates for their contributions to Malaysia's music industry. And many more entrepreneurs, scientists, doctors, media personalities, musicians and national athletes make up UCSI's acclaimed alumni network.

Research and scholarly pursuit are part of UCSI's DNA. The University is equipped with state-of-the-art labs that feature the latest IR4.0 technologies in engineering, medicine, pharmacy and biotechnology. Students learn from academics who are at the forefront of their respective disciplines. UCSI's collaboration with some of the world's best universities also presents invaluable opportunities for students.

Since 2014, UCSI's top students have been annually selected to advance high-impact research at Harvard University, Imperial College London, the University of Chicago, Tsinghua University, the University of Queensland and the University of British Columbia, among others. UCSI students have gone on to work with some of the world's best minds in the fields of endocrinology, nanotechnology, pharmacology and materials science, among other critical fields.

Graduate employability is another one of UCSI's calling cards. The University has a 100% employability score in the Malaysian Higher Education Ministry's Graduate Employability 2022 survey. UCSI counts over 4,600 companies in its industry network. This includes many of the world's best firms like Accenture, CIMB, Deloitte, DHL, EY, HP, HSBC, KPMG, Maybank, Nestle, Samsung, Shlumberger, P&G, Petronas and PWC, among many others. This dynamic setup facilitates internship arrangements, joint research opportunities, technology transfers and of course, job offers.

With these unique strengths and more, UCSI stands out as a university that offers an education few can, provides experiences others can't and delivers game-changing outcomes for students around the world.

# Faculty of Business and Management

At UCSI's Faculty of Business and Management, we challenge our students at an early stage to benchmark themselves against the best in the world. This sees them competing against and even surpassing other students and even working professionals in exams, competitions and the working world itself. The Faculty regularly receives positive feedback from employers on the capability, professionalism and innovativeness of our graduates.

The Faculty works closely with our Industry Advisory Panel members such as Ammetlife Insurance, Labuan Reinsurance, Ophir Production and Petronas which provide us with valuable industry insights that we incorporate into our curriculum.

The Faculty boasts close relationships with key industrial partners such as Tricor, Apple and the Securities Commission to provide student training and sponsorship as well as professional accrediting bodies such as ACCA, CIMA, CFP, CIPFA, CILT, FAA and CPA Australia that provide professional certification as well as exemptions to students.

UCSI's Faculty of Business and Management will give you the rewarding study experience that you desire. You will learn from the best and study with high achievers. You will make your mark even before you graduate. If this is your ambition, then get ahead here at UCSI.



Why study Business at UCSI? A WORLD'S TOP 200 FACULTY FOR BUSINESS & MANAGEMENT (QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2023)

70% OF STAFF ARE PHD HOLDERS

ACHIEVED 100% GRADUATE EMPLOYABILITY SCORE IN A MINISTRY OF HIGHER EDUCATION SURVEY (2022)

STRONG INDUSTRY LINKAGE

INTERNATIONAL DEGREE PATHWAYS TO UNIVERSITIES IN AUSTRALIA, IRELAND, NEW ZEALAND, THE UNITED KINGDOM AND MORE

### Renowned Academics

Learn from a team of acclaimed professors and academics who are at the forefront of their respective disciplines. Work with them, be mentored by them and benefit from their wealth of experience.

### **KUALA LUMPUR CAMPUS**



ASSISTANT PROFESSOR DR LOH YUE FANG

Dean

PhD Master of Applied Statistics BSc (Hons) Mathematics



ASSISTANT PROFESSOR DR HASBOLLAH BIN MAT SAAD

Deputy Dean; Head of Department, Foundation in Arts

PhD Law Master of Comparative Law (by Research) Bachelor of Law



ASSISTANT PROFESSOR DR MOSHARROF HOSEN

Head of Research and Postgraduate Studies

PhD (Knowledge Management)
MSc in Islamic Finance
Bachelor of Business Administration
(Finance & Banking)



ASSISTANT PROFESSOR DR RAJAT SUBHRA CHATTERJEE

Head of Praxis, Industry and Community Engagement

PhD Consumer Science MBA BBA



**ASSISTANT PROFESSOR FOO FANG EE** 

Head, Academic Collaboration & Industrial Partnership

MBA (Human Resource Management) BSc in Human Development



RADHA A/P K. KRISHNAN NAIR

Head of Department, Accounting and Finance

ACMA MSc



DR LINDA SEDURAM

Lecturer

PhD Marketing BMarketing (Hons)



ASSISTANT PROFESSOR SUDESH G BALASUBRAMANIAM

Assistant Professor

MBA BSc Civil Engineering Graduate Cert. in Mgmt



ASSISTANT PROFESSOR DR HATRA VOGHOUEI

Head of Programme, Bachelor of International and Sustainable Business (Hons) and Bachelor of Business Analytics (Hons)

PhD Economics

Master of Arts in Economics

Bachelor in Economics



ASSISTANT PROFESSOR DR UMATHEVI MUNIKRISHNAN

Head of Department, Management Studies

PhD Business Economics Masters of Economics BEcons

### Renowned Academics

Learn from a team of acclaimed professors and academics who are at the forefront of their respective disciplines. Work with them, be mentored by them and benefit from their wealth of experience.



ASSISTANT PROFESSOR DR QUAH KHENG SIONG

Head of Programme, Bachelor of Arts (Hons) Marketing

PhD MA CIM



ASSISTANT PROFESSOR DR TAYYAB AMJAD

Head of Programme, Bachelor of Arts (Hons) Entrepreneurship and Bachelor of Strategic Human Capital Management (Hons)

PhD Entrepreneurship Master of Marketing Management Bachelor of Business Administration (Hons)



**DR MOHSEN JAFARIAN** 

Head of Programme, Bachelor of Science (Hons) Finance and Investment

PhD Finance & Applied Investment MBA Applied Finance BEcons Insurance Management



DR MOKANA A/P MUTHU KUMARASAMY

Head of Department, Logistics Management Operations Management and Diploma in Logistics Management

PhD (HRM) BBA



**SR MARINA BINTI HASSAN** 

Head of Programme, Diploma in Management and Executive Diploma in Real Estate

MBA Construction Management BSc (Hons) Land Management Dip Estate Management



DR NURUL 'IFFAH BINTI M A ZAABA

Head of Programme, Bachelor of Financial Technology (Hons) and Diploma in Finance

PhD in Islamic Banking and Finance Master of Science in Islamic Banking and Finance Bachelor of Islamic Revealed Knowledge and Heritage (Hons)



ASSISTANT PROFESSOR DR NOORSIAH BINTI AHMAD

Head of Programme, Bachelor of Arts (Hons) in Entrepreneurship and Strategic Human Capital Programme

PhD Transport & Logistics MBA Chartered Institue in Transport Dip Business Studies

### **KUCHING CAMPUS**



**ALEXA LOI MIN WEI** 

Dean

Master of Science Management By Research Bachelor of Commerce Marketing and Management



FRANCESCA ENCHANG

Head of Praxis, Industry and Community Engagement

Corporate MBA BBA (Hons) Marketing Dip Business Studies



**DR LEE CHOON KIN** 

Head of Department, Accounting and Finance

PhD Business Administration Associate Chartered Management Accountant (ACMA) & Chartered Global Management Accountant (CGMA)

MBA
BA (Hons) Accountancy
International Diploma in Computer Science



STEVE WOON TIAN KAI

Head of Programme, Bachelor of International Business (Hons) and Diploma in International Business

MBA International BComm

### Foundation

At UCSI, our focused foundation pathways in business studies prepare you for versatility and impact in an ever-changing world. Our special focus areas are specially designed to equip you with a strong grounding in mathematics, computing, statistics and analytical thinking – skills that lead to global careers in business, actuarial science and management.

In addition to acquiring relevant subject knowledge, you will also be supported and mentored by a team of distinguished professors throughout your foundation year. Their tutelage will make the telling difference in your rite of passage to degree studies. You will be encouraged to think like never before. And as

you develop the critical and creative thinking skills that make the difference between success and failure, you will develop the confidence to move on to more advanced studies in actuarial science and management.

Foundation studies at UCSI also enable you to expand your personal and professional network. UCSI partners with over 4,600 global companies and opportunities abound for you to gain industry perspectives through talks and career fairs. With this in mind, UCSI's focused foundation pathways in business don't just prepare you to keep abreast of change. They prepare you to be ahead of it. Get the ideal start today.

### Start Focused. Stay Ahead.

UCSI's specialised foundation pathway helps you acquire a much stronger grasp of your chosen field of study while covering the overall reach of a standard foundation programme. Apart from helping you immensely as you progress to degree studies, UCSI's foundation programme also provides you with an early taste of what the industry expects.

### Foundation in Arts (Actuarial Science/Built Environment)

(R2/010/3/0301) (01/2025) MQA/A11125

### **Compulsory Courses**

- Writing for Academic Purposes
- · Critical Thinking Skills
- Computing Essentials
- Positive Psychology



### **Elective (Core) Courses**

- Fundamentals of Mathematics
- · Algebra and Trigonometry
- Introduction to Probability and Statistics
- Introduction to Business
- Introductory Calculus
- · Introductory Accounting
- · Introductory Economics

### Elective (Open) Courses

(Refer to the Head of Department for Elective Course Selection)

- Fundamentals of Ethics
- Human Communication

+

- Introduction to Business
- Introduction to Structure
- Introduction to Built Environment
- Introduction to Law
- Fundamentals of Computer Graphics
- Analytical Drawing
- Fundamentals of Design
- Introduction to Marketing

- Web Development
- Fundamentals of Programming
- · Basic Office Application
- Introduction to Hospitality and Tourism Industry
- Event Management
- Introduction to Logistics and Supply Chain Management
- Civic Studies
- · Smart Learning Technology
- Media Literacy



### Bachelor Degrees (Offered by Institute of Actuarial Science and Data Analytics)

- · Bachelor of Science (Honours) Actuarial Science
- Bachelor of Science (Honours) Actuarial Science and Finance
- Bachelor of Science (Honours) Actuarial Science with Data Analytics

### **English Requirement for Foundation in Arts**

Candidates with a minimum grade of A2 in UEC English Language / Band 2 in MUET / 30-31 in TOEFL, 4.0 in IELTS / grade C in O-Level or IGCSE / SPM English 1119 / grade B1 (with at least 2 skills at B1) in CEFR / 140 in Cambridge English Qualification / 140 in Cambridge Linguaskill / 36 in Pearson Test are exempted from SE004 Basic English and SE005 English Foundation. Other equivalent qualifications can be exempted on case-by-case basis.

### Foundation in Arts (Humanities & Management)

(R2/010/3/0301) (01/2025) MQA/A11125)

### **Compulsory Courses**

- Writing for Academic Purposes
- Critical Thinking Skills
- · Computing Essentials
- Positive Psychology

### Elective (Open) Courses

(Refer to the Head of Department for Elective Course Selection)

- Introduction to Language and Communication
- Basic Office Application

+

- Human Communication
- Fundamentals of Ethics
- Introduction to Business
- Introductory AccountingIntroduction to Marketing
- Introductory Economics
- Introductory Calculus
- Introduction to Probability and Statistics
- Civic Studies
- Introduction to Hospitality and Tourism Industry

- Event Management
- Fundamentals of Culinary Arts
- Web Development
- Fundamentals of Programming
- Introduction to Logistics and Supply Chain Management
- Introduction to Law
- Fundamentals of Mathematics
- Fundamentals of Computer Graphics
- Fundamentals of Design
- Analytical Drawing
- Introduction to Structure
- Introduction to Built Environment
- Smart Learning Technology
- Media Literacy



### **Bachelor Degrees**

- · Bachelor of International Business (Hons) (Kuching Campus)
- · Bachelor of Arts (Hons) Branding and Advertising
- · Bachelor of Arts (Hons) Business Administration
- Bachelor of Arts (Hons) Entrepreneurship
- · Bachelor of Arts (Hons) Logistics Management
- · Bachelor of Arts (Hons) in Marketing
- · Bachelor of Arts (Hons) Supply Chain Operations Management
- · Bachelor of Commerce (Hons) in Marketing (Kuching Campus)
- Bachelor of Arts International and Sustainable Business (Hons)
- BA (Hons) Commerce (Kuching campus)

### **English Requirement for Foundation in Arts**

Candidates with a minimum grade of A2 in UEC English Language / Band 2 in MUET / 30-31 in TOEFL, 4.0 in IELTS / grade C in O-Level or IGCSE / SPM English 1119 / grade B1 (with at least 2 skills at B1) in CEFR / 140 in Cambridge English Qualification / 140 in Cambridge Linguaskill / 36 in Pearson Test are exempted from SE004 Basic English and SE005 English Foundation. Other equivalent qualifications can be exempted on case-by-case basis.

### Foundation in Arts (IT/Accounting/Finance/Economics)

(R2/010/3/0301) (01/2025) MQA/A11125)

### **Compulsory Courses**

- Writing for Academic Purposes
- · Critical Thinking Skills
- · Computing Essentials
- Positive Psychology



### **Elective (Core) Courses**

- Fundamentals of Ethics
- Introductory Economics
- · Introduction to Business
- Introductory Accounting

### **Elective (Open) Courses**

(Refer to the Head of Department for Elective Course Selection)

- Introduction to Marketing
- · Introduction to Law
- Human Communication
- Basic Office Application
- Introduction to Probability & Statistics
- Fundamentals of Mathematics
- Introduction to Language and Communication
- Introduction to Hospitality and Tourism Industry
- Event Management
- Introduction to Logistics and Supply Chain Management

- · Fundamentals of Programming
- Web Development
- Smart Learning Technology
- Media Literacy
- Civic Studies
- · Fundamentals of Design
- Fundamentals of Computer Graphics
- · Analytical Drawing
- Introduction to Structure
- Introduction to Built Environment
- Fundamentals of Culinary Arts



### **Bachelor Degrees**

- Bachelor of Commerce (Hons) in Accounting and Finance (Kuching Campus)
- · Bachelor of Arts (Honours) Accounting
- Bachelor of Arts (Honours) Accounting and Finance
- Bachelor of Financial Economics (Honours)
- · Bachelor of Science (Honours) Finance and Investment
- · Bachelor of Financial Technology (Honours)

### **English Requirement for Foundation in Arts**

Candidates with a minimum grade of A2 in UEC English Language / Band 2 in MUET / 30-31 in TOEFL, 4.0 in IELTS / grade C in O-Level or IGCSE / SPM English 1119 / grade B1 (with at least 2 skills at B1) in CEFR / 140 in Cambridge English Qualification / 140 in Cambridge Linguaskill / 36 in Pearson Test are exempted from SE004 Basic English and SE005 English Foundation. Other equivalent qualifications can be exempted on case-by-case basis.



The Diploma in Finance is designed to address the evolving and challenging demands of the finance sector. It takes into account the fundamentals of the financial techniques and equips students with the needed skills and knowledge needed to thrive. This programme incorporates innovative teaching and learning methodologies that exposes students with the latest insights on equity investments, financial management and taxation, among others. As students develop the prowess in this area, taking the next step to either pursue a degree programme or venturing into the working environment will become seamless.

### **Subject Listing**

### Year 1

- Principles of Microeconomics
- · Fundamentals of Management
- · Introduction to Financial Market
- · Basic Practices of Marketing
- · Introduction to Financial Accounting
- Business Ethics
- · Introduction to Statistics
- · Introduction to Office Tools
- Principles of Macroeconomics
- · Introduction to Organisation Behaviour
- · Introduction to Financial Management
- Introduction to Entrepreneurship

"Bahasa Kebangsaan A (if applicable only)"

### Year 2

- Basic Islamic Banking and Finance
- · Cost and Management Accounting for Diploma
- · Introduction to Banking
- Intermediate to Financial Management
- Fundamentals of Investment
- · Personal Financial Planning
- Fundamentals of Equity Investments
- Introduction to Information Technology
- Principle of Corporate Finance
- Introduction to Risk Management
- Fundamentals of Business Law
- · Co-Operative Placement

### Elective (Choose two)

- · Auditing Theory and Practice
- Basic Taxation
- Global Banking
- Intermediate Islamic Banking and Finance

Career Opportunities  $Finance\ officer\ |\ Financial\ planner\ |\ Securities\ broker\ |\ Treasurer\ |\ Investment\ banker\ |\ Stockbroker\ |\ Stoc$ 



(R2/840/4/0010) (12/2022) (A8654)

Working in logistics entails managing the complex flow of materials, services, information or capital from source to customer. This programme is designed to equip students with the fundamental competencies, knowledge and skills for effective management of resources and people so that as graduates, they will be well-prepared to maximise the potential of their organisation's supply chains. Graduates will also have the option of furthering their competencies with UCSI's complete logistics pathway up to master's level.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Professional Recognitions and Paper Exemptions**



The Chartered Institute of Logistics and Transport (CILT), Malaysia

Full exemption for the professional qualifying examination

UCSI Co-Operative
Placement Programme

Panasonic and Tiong Nam Logistics are some of the companies that our students have interned with.

### **Subject Listing**

### Year 1

- · Business Ethics
- Fundamentals of Management
- Introduction to Statistics
- Microeconomics
- · Inventory Management
- Macroeconomics
- Transportation System Management
- Introduction to Logistics and Supply Chain Management
- · Introduction to Financial Management
- Introduction to Operations Management
- · Basic practices of Marketing
- · Introduction to Occupational Safety and Health
- · Introduction to Financial Accounting

### Year 2

- · Quality Control and Improvement
- · Warehouse Management
- · Global Commercial Shipping
- · Logistics Business Strategy and Planning
- Issues in Logistics Industry
- Principles of Project Management
- · Principles of IT in Logistics and Supply Chain Management
- · Logistics Governance and Policy
- Principles of Purchasing Management
- · Fundamentals of Business Law
- Custom and Excise
- Co-Operative Placement 2

Career Opportunities

Purchasing officer | Inventory controller | Freight forwarding specialist | Transportation analyst | Air cargo specialist | Line management analyst | Capacity planner

### Diploma in International Business

### Only offered at the Kuching campus

(R/340/4/0691) (08/2026) (MQA/FA5300)

This programme equips students with the core international business competencies that are vital in this globalised world, aiming to familiarise learners with components in management, marketing, finance, economics and business law from an international perspective.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)



### **Subject Listing**

### Year 1

- Introduction to Management
- · Financial Accounting 1
- · Computing Studies
- · Business Mathematics
- Microeconomics
- · Basic and Practices of Marketing
- · Introduction to Entrepreneurship
- · Introduction to Statistics
- · Business Essentials
- · Introduction to Human Resource Management
- Introduction to Finance
- · Introduction to International Business
- Macroeconomics
- Principle of Public Relations
- Introduction to Business Communication

### Electives

- · Japanese Language
- French Language
- Mandarin Language
- Korean Language

### Year 2

- · International Management
- International Marketing
- · International Economics
- · Sustainable Business
- Management Accounting
- · Principle of Business Ethics
- International Finance
- International Business Law
- Global Supply Chain Management
- Co-Operative Placement
- · Cross Cultural Management

International
Degree Pathway

- University of Queensland, Australia (Diploma + 2 years Top up)
  - Bachelor of Business Management (Accounting / Business Analytics / Business Economics / Business Information System / Finance / Human Resources / Innovation and Entrepreneurship / International Business / Leadership and Management Science / Marketing)
    - Bachelor of Commerce (Accounting / Business Analytics / Business Economics / Business Information System / Finance / Human Resources / Innovation and Entrepreneurship / International Business / Leadership and Management Science / Marketing)

Career Opportunities International business development specialist | Distribution and marketing manager | International sales and marketing executive | International relations coordinator | International brand management specialist |
International care manager | Business development specialist



Diploma in Accounting addresses the basic accounting principles and practices for accounting in different types of business organisations as well as non-profit organisations. Besides specialising in financial accounting, this programme also equips students with knowledge and skills in management accounting, taxation, audit, and computerised accounting, which are necessary for a career in accounting. Essential knowledge in business is covered in core courses such finance, management, marketing entrepreneurship. From this programme, there are options for students in taking the next step, to pursue a bachelor's degree, or any professional qualification, or enter the work environment.

### **Subject Listing**

### Year 1

- Fundamentals of Management
- Financial Accounting 1
- Microeconomics
- · Introduction to Finance
- · Introduction to Business Communication
- Financial Accounting 2
- · Basics and Practices of Marketing
- · Business Mathematics
- · Computing Studies
- Macroeconomics
- Introduction to Statistics
- Fundamentals of Business Law
- · Fundamentals of Organisational Behaviour
- Personal Financial Planning
- Basic Taxation

### Year 2

- · Cost and Management Accounting 1
- Financial Accounting 3
- Company Law
- Audit 1
- Introduction to Financial Markets
- Principles of Business Ethics
- · Financial Accounting 4
- Cost and Management Accounting 2
- Accounting Information Systems and Applications
- · Introduction to Entrepreneurship
- Audit 2
- · Co-Operative Placement

Career Opportunities Accounts executive | Assistant accountant | Tax assistant | Junior auditor | Junior financial analyst | Assistant bank officer



This programme exposes learners to a rigorous business and general management curriculum to develop and enhance their understanding on business essentials, key management techniques, decision-making and strategy formulation, and more. Students will also enjoy many avenues – like workshops and industrial projects – to apply their acquired knowledge to practice.

### **Subject Listing**

### Year 1

- · Business Essentials
- · Study Skills and Employability
- · Introduction to Logistics and Supply Chain Management
- · Introduction to Statistics
- · Oral Communication Skills
- Quantitative Techniques
- Principles of Microeconomics
- Principles of Public Relation
- · Introduction to Operations Management
- · Personal Financial Planning
- Fundamentals of Management
- Basic Practices of Marketing
- · Extracurricular Learning Experience I

### Year 2

- Introduction to Organisational Behaviour
- · Cost and Management Accounting for Diploma
- Principles of Macroeconomics
- Fundamentals of Business Law
- Introduction to Entrepreneurship
- Business Ethics
- · Introduction to Financial Management
- · Introduction to Financial Accounting
- Introduction to Risk Management
- · Introduction to International Business
- · Introduction to Human Resource Management
- · Creative Problem Solving
- Introduction to Information Technology
- Extracurricular Learning Experience II
- Co-Operative Placement

International Degree Pathway

- · University of Northampton, United Kingdom (Diploma +2)
  - Bachelor of Science Business and Management (top up)

Career Opportunities

Account executive | Business analyst | Financial analyst | Sales support executive | Marketing specialist |
Management consultant

### Diploma in Business Management

### Only offered at the Kuching campus

(N/0414/4/0060) (08/2028) (PA 16485)

This programme develops future business professionals with the skills and knowledge in aspects of business management. The programme equips learners with relevant functional areas of management ranging from management, marketing, human resources and accounting that prepare future leaders with an entrepreneurial mindset and capabilities in organisational development.



### **Subject Listing**

### Year 1

- · Financial Accounting 1
- · Business Essentials
- · Introduction in Management
- · Basic and Practice of Marketing
- Microeconomics
- · Introduction to Human Resource Management
- · Introduction to Finance
- · Computing Studies
- Business Mathematics
- · Introduction to Statistics
- · Fundamentals of Business Law
- Business Information System
- · Fundamentals of Organisational Behaviour
- · Introduction to Business Communicaton
- · Consumer Behaviour

### Year 2

- Macroeconomics
- Management Accounting
- Digital Business and E-Commerce Management
- · Introduction to International Business
- Principles of Business Ethics
- · Strategic Management
- · Introduction to Entrepreneurship
- Strategic Marketing
- Co-Operative Placement
- Principles of Project Management
- · Operation and Quality Management

### Bachelor of Arts (Hons) Accounting

(R2/344/6/0199) (06/2024) (A9512)

An accounting degree opens doors to almost any pathway in business with its strong emphasis on essential subjects such as marketing, business, economics, law, financial management, and taxation. This well-rounded programme will provide you with the key financial and accounting skills that are highly sought after by employers, as well as business and management expertise to help you navigate today's complex business landscape.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Professional Recognition**



Chartered Tax Institute of Malaysia Exempted from 7 out of 10 papers



**Certified Practising Accountant** Exempted from 6 out of 12 papers



Association of Chartered Certified Accountants Exempted from 9 out of 13 papers

**Chartered Institute of Management** 



Accountants Exempted from 7 out of 16 papers



Institute of Chartered Accountants in **England and Wales** Exempted from 4 out of 15 papers



The Chartered Institute of Public Finance and Accountancy Exempted from 6 out of 12 papers

### **UCSI Co-Operative** Placement Programme

Our students have interned with some of the biggest names in accounting including the Big Four audit firms (Deloitte, PricewaterhouseCoopers, Ernst & Young, and KPMG).

International

- University of Queensland (1.5+1.5)
  - - University of the West of England, Bristol (2+1/2+2)
      - · Bachelor of Arts (Hons) Accounting and Finance

### **Subject Listing**

### Year 1

- Microeconomics
- · Introductory Accounting
- · Statistics and its Applications
- · Fundamental of Management
- · Business Communication
- Macroeconomics
- · Introduction to Financial Reporting
- · Business Law
- · Co-Operative Placement 1

#### Elective

- · Organisational Behaviour
- · Fundamental of Marketing
- Sustainability in Business

### Year 2

- · Introduction to Management Accounting
- · Company Law
- · Intermediate to Financial Reporting
- Accounting Information System
- · Financial Management 1
- · Intermediate Management Accounting
- · Data Analytics for Accounting
- · Business Research Method
- · Malaysia Taxation
- · Corporate Governance, Risk and Professional Ethics
- Co-Operative Placement 2

### Elective

- · Managing People
- Business System Development Tools

### Year 3

- · International Business
- · Auditing and Assurance
- · Financial Research Project A
- · Advanced Management Accounting
- · Advanced Financial Reporting
- · Financial Management 2
- · Malaysian Corporate Taxation
- · Advanced Financial Management
- · Financial Research Project B

- · Advanced Auditing and Assurance
- · Integrated Case-study
- Co-Operative Placement 3

### Elective

- · Strategic Management
- Corporate Finance
- Contemporary Human Resource Management
- Entrepreneurship

Degree Pathways

- · Bachelor of Commerce Major: Accounting

Career Opportunities Auditor | Banking professional | Budget analyst | Financial expert | Management consultant | Taxation executive



(R2/344/6/0200) (06/2024) (A9515)

In line with the Faculty's innovative approach where traditional business courses are redesigned to provide students with the career mobility to tap into the growing finance industry, this is a unique programme that adds a finance edge to the popular accounting degree. Learners will be equipped with important accounting and financial knowledge to succeed in either the accounting or finance world

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Professional Recognition**



Chartered Tax Institute of Malaysia Exempted from 7 out of 10 papers



**Certified Practising Accountant Exempted from 6 out of 12 papers** 



Association of Chartered Certified Accountants

Exempted from 9 out of 13 papers



Chartered Institute of Management Accountants

Exempted from 7 out of 16 papers



Institute of Chartered Accountants in England and Wales

Exempted from 4 out of 15 papers



The Chartered Institute of Public Finance and Accountancy

Exempted from 6 out of 12 papers

### **Subject Listing**

### Year 1

- Microeconomics
- · Introductory Accounting
- · Statistics and its Applications
- · Financial Market and Institution
- · Business Communication
- · Business law
- Introduction to Management Accounting
- Macroeconomics
- · Financial Reporting Standards
- Co-Operative Placement 1

### Year 2

- · Company Law
- · Corporate Account
- · Accounting Information System
- · Capital Financing and Investment
- Management Science
- Intermediate Management Accounting
- · Business Research Method
- Corporate Governance, Risk and Professional Ethics
- Corporate Finance
- · Co-Operative Placement 2

### Year 3

- Strategic Management
- · Investment Analysis
- Personal Wealth Management
- Financial Research Project A
- · Advanced Corporate Account
- Multinational Finance
- Advanced Financial Management
- Financial Research Project B
- · Advanced Management Accounting
- Integrated Case-study
- · Co-Operative Placement 3

### Elective

- Business Systems Development Tools
- Auditing and Assurance
- Data Analytic for Accounting
- · Sustainability in Business

### Elective

- Advanced Auditing and Assurance
- · Malaysian Corporate Taxation
- Risk Management and Insurance
- Financial Derivatives
- Entrepreneurship

International Degree Pathway

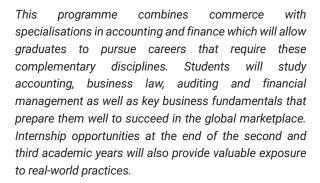
- University of the West of England, Bristol (2+1/2+2)
  - · Bachelor of Arts (Hons) Accounting and Finance

Career Opportunities Auditor | Broker | Finance analyst | Forensic accountant | Insolvency administrator | Tax and business advisor

# Bachelor of Commerce (Honours) in Accounting and Finance

Only offered at the Kuching campus

(R/340/6/0716) (12/2026) (MQA/FA 13753)



\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: qe.mohe.gov.my/)

### **Professional Recognition**



The Chartered Institute of Public Finance and Accountancy

Exempted from 6 out of 12 papers



Association of Chartered Certified Accountants Exempted from 9 out of 13 papers



Chartered Institute of Management Accountants Exempted from 8 out of 16 papers (Final year students with CGPA > 3.7 eligible for CIMA A-star programme)

### **Subject Listing**

### Year 1

- · Introductory Accounting
- · Statistics and Its Applications
- Microeconomics
- · Fundamentals of Marketing
- · Financial Market and Institutions
- Fundamentals of Management
- Business Communication
- · Introduction to Management Accounting
- Financial Management
- Business Law

### Year 2

- Company Law
- · Financial Reporting Standards
- Business Research Methods
- Audit and Assurance
- Corporate Accounts
- Macroeconomics
- · Financial Management 2
- Intermediate Management Accounting
- · Business Ethics in Ethical Decision Making
- · International Economics
- Co-Operative Placement 1

### Year 3

- Financial Research Project A
- Advance Corporate Accounts
- Personal Wealth Management
- · Advanced Audit and Assurance
- · Financial Research Project B
- · Corporate Finance
- Multinational Finance
- · Accounting Information Systems
- Malaysian Taxation
- Malaysian Corporate Taxation
- Co-Operative Placement 2

### Electives (Choose two)

Electives (Choose one)

· Management Science

· Strategic Information System

Entrepreneurship

Management

- · Issues in Business
- Advanced Management Accounting
- Strategic Management

International Degree Pathway

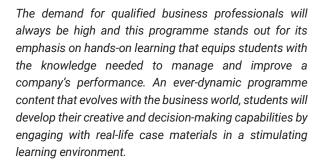
- University of Queensland, Australia (2 + 1.5 / 2 + 2)
  - Bachelor of Business Management (Accounting / Business Analytics / Business Economics / Business Information System / Finance / Human Resources / Innovation and Entrepreneurship / International Business / Leadership and Management Science / Marketing)
    - Bachelor of Commerce (Accounting / Business Analytics / Business Economics / Business Information System / Finance / Human Resources / Innovation and Entrepreneurship / International Business / Leadership and Management Science / Marketing)

Career Opportunities

Management consultant | Financial planner | Accountant | Finance analyst | Financial services planner | Stockbroker

### Bachelor of Arts (Honours) in Business Administration

(R2/345/6/0448) (06/2024) (A9514)



\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **UCSI** Co-Operative Placement Programme

With their diverse talents, our students have helped drive business goals for some of the most dynamic companies like Food Panda, Hong Leong Bank, Hui Lau Shan and Zalora.

### International Degree **Pathways**

- · University of Northampton, UK (2+1) Bachelor of Science Business and Management
- University of the West of England, Bristol (2+1) Bachelor of Arts (Hons) Business and Management/ International Business/ Business Management with Accounting and Finance/ Business Management with Marketing/ Business Enterprise/ Business with Human Resources Management/ Accounting and Finance/ Marketing/ Business Management with Economics
- University of Essex (1+2)

Business Administration/Bachelor Science International Business and Entrepreneurship/ Bachelor of Bachelor of Science Science Marketing/ Management

University of Queensland (1.5+1.5)

Bachelor of Management (Major: Business Economics/ eBusiness/ Human Resources/ International Business/ Advertising/ Real Estate and Development/ Sustainability/ Marketing Bachelor of Commerce (Business Administration)

 Montpellier Business School, France Bachelor of International Business Administration (2+1) Bachelor (Hons) in Business Management (2+2)



### **Subject Listing**

#### Year 1

- · Business Accounting
- · Business Communication
- · Business Information Systems
- Macroeconomics
- Microeconomics
- · Organisational Behaviour
- · Fundamentals of Management
- · Fundamentals of Marketing
- · Sustainability in Business
- · Business Mathematics
- · Co-Operative Placement 1

### Year 2

- · Company Law
- · Business Research Methods
- Management Science
- · Managing People
- · Corporate Communication
- Financial Management
- · Management Ethics
- Operations Management
- · Statistics and its Applications
- · Co-Operative Placement 2

- Elective 1 (Choose one) · Introduction to Branding
- Social Media Marketing

### Elective 2 (Choose one)

- · Cross-Cultural management
- · E-Commerce for Small Business

### Year 3

- · Corporate Finance
- · Independent Project A
- · Independent Project B
- · International Business
- · Strategic Management
- Entrepreneurship
- Leadership
- · Contemporary Human Resource Management
- · Organisational Development and Change
- Co-Operative Placement 3

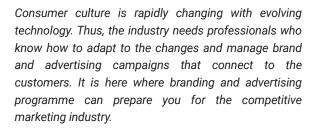
### Elective 3 & 4 (Choose two)

- · Financial Statement Analysis
- · Retail Brand Management
- · Services Marketing
- · Issues in Global Economy

Career Opportunities Account manager | Business consultant | Management analyst | Project manager | Retail specialist | Business development manager

### Bachelor of Arts (Hons) in Branding and Advertising

(R/342/6/0088) (10/2023) (MQA/FA3171)



This degree programme aims to equip graduates with the knowledge needed to create a unique name and image for a product in the consumers' minds, mainly through advertising campaigns with a consistent theme. Graduates will also acquire the necessary skills to effectively position a brand and execute creative advertising campaigns that increase a company's profile and profit in a highly competitive business environment.

- · Top-ranked private university in Malaysia to study for a degree leading to a career in advertising and branding.
- A unique degree that concentrates on the two most important areas of marketing strategies for every
- To ensure the programme quality, distinguished professors and industry advisory panels assess the programme yearly.

### **UCSI Co-Operative** Placement Programme

Multinational companies such as Starbucks and Nestlé have been the training ground for our students who have interned for their digital strategy, branding, marketing and advertising departments, to name a few.



Elective (Choose one course)

· Visual Communication

· Sustainability in Business

### **Subject Listing**

### Year 1

- · Fundamentals of Advertising
- · Introduction to Digital Marketing
- · Introduction to Branding
- · Statistics and Its Applications
- Microeconomics
- Macroeconomics
- · Business Information System
- · Organizational Behaviour
- · Fundamentals of Marketing
- · Co-Operative Placement 1

#### Year 2

- · Fundamentals of Management
- · Managing People
- · Business Accounting
- Marketing Processes
- · Consumer Behaviour
- · Sales Management
- · Financial Management
- · Writing for Mass Communication
- · Business Research Methods
- · Management Ethics
- · Internet and SEO Marketing
- Co-Operative Placement 2

### Year 3

- · Social Media Marketing
- · Strategic Advertising Management
- · Advertising Media Planning
- Strategic Management
- · Operations Management
- · Final Year Project A
- · Strategic Brand Management
- · Retail Brand Management
- · Services Marketing
- Entrepreneurship
- · Co-Operative Placement 3

· Final Year Project B

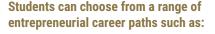
Career Opportunities Brand manager | Advertising manager | Event manager | Social media specialist | Media planner | Art director | Copywriter

<sup>\*</sup>This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: (https://ge.mohe.gov.my/cariangraduateemployabilitybi.aspx)

### Bachelor of Arts (Honours) Entrepreneurship

(N/340/6/0788)(11/2024)(MQA/FA11342

This programme prepares students to acquire an entrepreneurial mind-set, and act in more creative, innovative, opportunistic and proactive ways. Be equipped with in-depth knowledge and competent skill sets to analyse and interpret the current business environment in context of entrepreneurial development and management. Build a life on your own terms and make a change in the world.



### **Entrepreneurial Roles**

- · Start-up Entrepreneur
- · Enterprise Owner
- · Start-up Consultant
- · Corporate Entrepreneur
- · Franchise Owner
- Social Entrepreneur
- · Family Business Entrepreneur
- · Business Consultant
- E-commerce Entrepreneur
- · Investor in Start-ups/Businesses/Projects

### **Management Positions**

- · Business Analyst
- · General Manager
- Entrepreneurial Marketing Manager
- Management Analyst
- · Business Development Manager



### **Subject Listing**

### Year 1

- · Basic Entrepreneurship
- Microeconomics
- · Statistics and its Applications
- · Fundamentals of Management
- · Business Communication
- · Macroeconomics
- · Business Accounting
- · Introduction to Public Speaking
- Business Information System
- Fundamentals of Marketing
- · Financial Management
- Co-Operative Placement 1

### Year 2

- · New Product Development
- Family Business
- Managing People
- E-Commerce for Small Business
- Business Research Methods
- · Organisational Behaviour
- Operations Management
- Management Ethics
- · Co-Operative Placement 2

### Electives A (Choose one)

- · Management Science
- · Corporate Communication
- Introduction to Advertising
- · Introduction to Multimedia
- · Sustainability in Business

### Year 3

- · Developing Entrepreneurship Skills 1
- Developing Entrepreneurship Skills 2
- Entrepreneurship Project I
- · Entrepreneurship Project II
- Entrepreneurial Finance
- Strategic Management
- Franchising
- · Social Entrepreneurship
- Leadership
- SME and Public Policy
- · Corporate Entrepreneurship
- Co-Operative Placement 3

- Electives B (Choose two)Social Media Marketing
- · Strategic Marketing
- · Web Design
- Basic Photography
- Business Law

### BA (Hons) Commerce

Only offered at the Kuching campus

(R2/345/6/0449)(04/2024)(A9777)



\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (Source: ge.mohe.gov.my/)



### **Subject Listing**

### Year 1

- Financial Accounting
- Microeconomics
- · Marketing Management
- · Business Mathematics
- Business Communication
- · Business Statistics
- Macroeconomics

- Introduction to Management and Organisation Theory
- · Management Accounting
- Business Law
- Management Information System

### Year 2

- · Business Research Method
- Electronic Commerce
- Corporate Finance
- Operation Management
- Organisation Behaviour
- Business Modelling with Spreadsheet
- Relationship Marketing
- · Human Resource Management
- · Cross Cultural Studies
- · Web Design
- Entrepreneurship

### Elective (Choose one)

 Introduction to Foreign Languages in Hospitality Industry (Japanese, German, Mandarin, Korean, or French)

### Year 3

- · Strategic Management
- Merchandise Management
- · Independent Project A
- Retail Technology and Operations
- · International Trade Strategies
- Introduction to Retail and Service Management
- Logistics Management

- Independent Project B
- Services Marketing
- Business Analysis and System Development
- Co-Operative Placement I
- · Co-Operative Placement 2

Career Opportunities General manager | Human resource manager | Banking and business manager | Retail manager | Entrepreneur | Strategic business planner | Management executive | Operations manager | Business consultant

### Bachelor of Science (Honours) Finance and Investment

(R/343/6/0052) (08/2027) (MQA/FA1403)

Overall, this programme encompasses a comprehensive study of money markets, financial instruments, financial planning, banking and corporate restructuring. Ideal for students who have an inclination towards numbers and an interest in making smart investment and financial trades, the curriculum provides a solid understanding of the workings of the financial markets through a combination of academic rigour and hands-on learning.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Professional Recognition**



Financial Planning Association of Malaysia Module 2 out of 4 towards Certified Financial Planner certification examinations.



### **UCSI Co-Operative** Placement Programme

Bursa Malaysia (Kuala Lumpur Stock Exchange), DHL Asia Pacific, Genting Malaysia and HSBC Bank are just some of the few organisations that our students have interned for.

### **Subject Listing**

- · Financial Markets and Institutions
- · Statistics and its Applications
- · Principles of Banking
- Microeconomics
- · Introductory Accounting
- · Financial Management 1
- Macroeconomics
- · Finance and Security Law
- Financial Management 2
- · Corporate Finance
- · Co-Operative Placement 1

- Electives 1 (Choose one) · Fundamental of Marketing
- · Sales Management

### Year 2

- · Financial Management 2
- · International Bank Management
- · Basic Econometrics
- Corporate Finance
- Islamic Financial Markets and Institutions
- · Personal Wealth Management
- · Investment Analysis
- Equity Analysis
- · Business Research Method
- Business Communication
- · Multinational Finance
- · Introduction to Islamic Banking
- Co-Operative Placement 2

### Electives 2 (Choose two)

· Fundamental of Management and Entrepreneurship

### Year 3

- · Financial Research Project A
- · Risk Management and Insurance
- · Portfolio Management
- · Financial Research Project B
- · Financial Derivatives
- Multinational Finance
- · Merger, Acquisition and Corporate Restructuring
- · Islamic Capital Market
- Co-Operative Placement 3

### Electives 3

- · Financial Statement Analysis
- · Organisational Behaviour
- · Treasury Management

Career Opportunities Investment analyst | Credit manager | Financial analyst | Treasurer | Fund manager | Credit analyst | Financial planner | Investment broker | Investment banker | Risk manager | Financial trader

# Bachelor of Financial Economics (Hons)

(R/343/6/0228) (04/2023) (MQA/FA2356)

This programme is structured to equip students with the economic reasoning, quantitative skills and institutional knowledge required to provide solutions to financial problems. The dual emphasis of this course will expose students to a wide variety of decision-making processes and strategic considerations they will need as financial economists, enabling them to make more informed financial decisions.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)



Multinationals like Starbucks and Nestlé have been the training ground for our students who have interned for their digital strategy, branding, marketing and advertising departments, to name but a few.



### **Subject Listing**

### Year 1

- · Business Accounting
- · Financial Markets and Institutions
- · Business Communication
- · Business Law
- · Statistics and Its Applications
- Macroeconomics
- Microeconomics
- · Mathematical Economics
- Financial Management 1
- · Financial Management 2
- · Co-Operative Placement 1

### Year 2

- · Business Research Methods
- · Management Ethics
- · Intermediate Microeconomics
- · Intermediate Macroeconomics
- · Economics for Financial Analysis
- · Basic Econometrics
- · Principles of Banking
- Applied Econometrics
- Introduction to Internet Technologies
- · Co-Operative Placement 2

### Year 3

- · Financial Statement Analysis
- · Monetary Economics 1
- International Economics
- · Investment Analysis
- · Risk Management and Insurance
- Financial Derivatives
- Portfolio Management (Elective)
- Treasury Management (Elective)
- Development Economics (Elective)
- · Issues in Global Economy (Elective)
- Research Project 1
- Research Project 2
- · Corporate Finance
- Co-Operative Placement 3

Career Opportunities Corporate financial manager | Finance manager | Global assets manager | Investment banker | Private equity or venture capital consultant | Risk management specialist



In this programme, students will study the core concepts and practices of financial technology and learn how technological advances have necessitated change throughout the industry. This three-year course develops the knowledge and skills to meet these changes head-on, as students acquire a deep understanding of finance and financial services. Students will also obtain expertise in programming and financial applications and learn how to apply their technological skills to real-world problems.

### **Professional Recognition**



Financial Planning Association of Malaysia Module 1 out of 4 towards Certified Financial Planner certification examinations.

### **Subject Listing**

### Year 1

- Principle of Economics
- · Introduction to FINTECH
- · Programming for FINTECH
- · Statistics and Its Applications
- Introductory Accounting
- Financial Management
- Discrete Mathematics
- · Business Communications
- · Introduction To Islamic Banking
- · Principles of Banking
- · Co-operative Placement 1

#### Elective 1

- · Digital Finance or
- · Object Oriented Analysis Design

Elective 2 (Choose one)

· Behavioural Analytics

· Software Project Management

### Year 2

- Investment Management for FINTECH
- Introduction to Intelligence System
- Financial Modelling
- · Introduction to Financial Infrastructure
- Cloud Computing Application Systems
- · Corporate Finance
- · Electronic Payment Systems and Security
- · Business Intelligence for Finance
- Data Analytics for Finance
- Co-Operative Placement 2

### Elective 3 (Choose any 2 out of 4)

- Multinational Finance
- Basic Econometrics
- Data Mining
- Mobile Commerce

### Year 3

- Ethical Trading and Market Abuse Regulation
- Trends of Applications in Business
- Technopreneurship
- Contemporary Issues in Fintech
- Trading strategies
- · Capstone project
- Risk Management and Insurance
- Financial Derivatives
- · Co-Operative Placement 3

Career Opportunities Blockchain developer | Application developer | Financial or business analyst | Product manager | Compliance expert |
Cybersecurity analyst | Data scientist | Quantitative analyst

### Bachelor of International Business (Honours)

### Only offered at the Kuching campus

(N/340/6/0804) (08/2025) (MQA/FA 13826)

This programme aims to broaden and deepen understanding about fundamental theoretical knowledge and practical application in International Business. The programme is specifically designed to develop various skills such as creative thinking and professional judgement, sceptical inquiry, communication skills, problem-solving and research skills through inside and outside classroom exposure and opportunities in academic or professional context. With assistance from renowned academics, you will be prepared to excel within an increasingly competitive and interconnected industry.



### **Subject Listing**

### Year 1

- · Introductory Accounting
- Microeconomics
- Fundamentals of Marketing
- · Introduction to International Business
- Business Communication
- · Statistics and Its Applications
- · Fundamentals of Management
- Macroeconomics
- · Financial Management
- · Organisational Behaviour

### Year 2

- · International Management
- International Trade
- · Business Information System
- Operation Management
- · International Marketing
- · International Business Law
- Business Research Methods
- · Digital Marketing
- Sustainability in Business
- Entrepreneurship
- Cross Cultural Management
- Co-Operative Placement 1

### Year 3

- · Human Resource Management
- International Environment Studies
- · Digital Business and E-Commerce Management
- · International Economics
- · International Business Strategy
- · Logistics and Supply Chain Management
- International Business Research Project Proposal
- · International Business Research Project Report
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Co-Operative Placement 2

### **Electives**

- Multinational Finance
- · Strategic Information System Management
- · Issues for Business
- Business Ethics in Ethical Decision Making
- · Strategic Brand Management
- Management Science
- Business Intelligence using Big Data
- · Doing Business in Asia



International trade manager | Business development manager | Business analytic consultant | Corporate communication manager | Global support executive

### Bachelor of International and Sustainable Business (Honours)

(N/340/06/0815) (11/2025) (MQA/PA 13825)





### **Subject Listing**

### Year 1

- · Business Accounting
- Microeconomics
- · Fundamentals of Marketing
- · Fundamentals of Management
- Statistics and its Applications
- · Organisational Behaviour
- · Managing People
- Macroeconomics
- · Management Ethics
- · Introduction to International Business
- · Sustainability in Business

### Year 2

- International Trade
- · Cross-Cultural Management
- · Sustainable Business and Innovation
- Environmental Communication in Business
- · Information System for Sustainability
- Sustainable Human Resource Management
- Financial Management
- Entrepreneurship
- Business Research Methods
- Operations Management
- · International Sustainable Marketing
- · Co-Operative Placement I

### Year 3

- Multinational Finance
- · Strategic Supply Chain Management
- · Issues in International Business
- · Economics in Society and Sustainability
- System Thinking for Sustainable Development in Business
- Case Studies in Sustainable Business
- · Research Project
- Co-Operative Placement II

### Electives (Choose four)

- International Business Negotiations
- · Business Emerging Markets
- Import and Export Management
- Sun Tzu Arts of War in Business Strategies
- · Introduction to Digital Marketing
- · Sustainable Finance

Career Opportunities

Sustainability manager | Sustainable business and innovation manager | Multinational manager | Business development manager

## Bachelor of Arts (Hons) Logistics Management

(R3/345/6/1042; 12/2027) (12/2022) (A8248)



\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Professional Recognitions and Paper Exemptions**



The Chartered Institute of Logistics and Transport (CILT), Malaysia
Full exemption for the professional qualifying examination

### UCSI Co-Operative Placement Programme

Our students have kept the world moving with industry heavyweights like Schlumberger, TNT Express Worldwide and Worldgate Express.

### **Subject Listing**

### Year 1

- · Logistics and Supply Chain Management
- · Microeconomics
- · Fundamentals of Marketing
- · Fundamentals of Management
- · Business Accounting
- Statistics and Its Application
- · Macroeconomics
- · Transport Management
- · Cooperative Placement 1

### Year 2

- · Warehousing Management
- · Import and Export Management
- Operations Management
- · Business Research Methods
- · Material and Distribution Management
- · Financial Management
- · Procurement Management
- E-Logistics: Managing Digital Supply Chain
- Quantitative Method for Logistician
- Transport Management II
- Cooperative Placement 2

### Year 3

- · Final Year Project A
- · Logistics Project Management
- Sustainable Transportation Management
- Custom and Excise
- · Issues in Logistics and Transport Industry
- Final Year Project B
- · Strategic Supply Chain Management
- · Intelligent Transport System
- · Retail Logistics
- Urban Transportation
- · Cooperative Placement 3

### Electives (Choose two)

Electives (Choose two)

· Occupational Health and Safety

· HRM in Logistics and Supply Chains

· Customer Relationship Management

- Intermodal Freight Transport
- · Practitioners Reporting Tools
- Maritime Logistics

International Degree Pathway

• Northumbria University, UK (2+1)
Bachelor of Arts (Hons) Logistics and Supply Chain Management

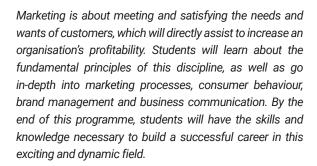
Career Opportunities

Materials management specialist | Retail management specialist | Logistics coordinator | Supply coordinator | Procurement officer | Inventory planner

### Bachelor of Commerce (Hons) in Marketing

Only offered at the Kuching campus

(R/340/6/0715) (12/2026) (MQA/FA13752)



\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)



### **Subject Listing**

#### Year 1

- · Business Law
- · Statistics and its Applications
- · Fundamentals of Management
- · Fundamentals of Marketing
- Microeconomics
- Organisational Behaviour
- Introductory Accounting
- Introduction to Marketing Communication
- · Business Communication
- Macroeconomics
- · Financial Management

#### Year 2

- · Business Mathematics
- · Sales Management
- Human Resource Management
- · Internet in Practice
- · Direct Marketing
- Marketing Processes
- · Management Science
- · Consumer Rehaviour · Business Research Methods
- Entrepreneurship

· Digital Marketing

- · Retail Management
- · Co-Operative Placement 1

· Business Information Systems

### Year 3

- · Marketing Research Project A
- · Marketing Promotion
- · Strategic Marketing
- · Marketing Research Project B
- · Strategic Management
- · Services Marketing
- · Current Issues in Marketing
- · Co-Operative Placement 2
- Electives
- · International Business
- · Strategic Information Systems Management
- Strategic Brand Management
- · Business Intelligence using Big Data
- · Logistics and Supply Chain Management
- · Business Ethics in Ethical Decision Making

International Degree Pathway

- · University of Queensland, Australia
  - Bachelor of Business Management (Marketing) (2 + 1.5)
    - Bachelor of Commerce (Accounting / Business Analytics / Business Economics / Business Information System / Finance / Human Resources / Innovation and Entrepreneurship / International Business / Leadership and Management Science / Marketing) (2 + 2)

Career Opportunities Public relations consultant | Marketing manager | Corporate branding consultant | Business development manager | Sales manager | Retail manager | Advertising and promotion manager



There is a need to make a difference in the marketplace, and the one and the only person who can come up with novel ideas and solutions are non-other than a marketer. Marketing requires an ability to match market perception with achievable plans of action, which attracts creative and driven individuals keen to achieve results with unique approaches. This programme will provide a comprehensive understanding of the marketing functions in an organisation and business as a whole. Graduates will have developed a strong analytical and strategic mind and mastered essential skills in creativity, critical analysis, problem-solving and communication.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: https://ge.mohe.gov.my/cariangraduateemployabilitybi.aspx)

### UCSI Co-Operative Placement Programme

Leading corporations including General Electric International, Groupon, Samsung and Top Glove are just a few that have offered internships to our students.

### International Degree Pathways

- University of Queensland (1.5+1.5) Bachelor of Business Management Major: Marketing Management
- University of the West of England, Bristol (2+1) Bachelor of Arts (Hons) Marketing

### **Subject Listing**

### Year 1

- · Fundamentals of Marketing
- · Fundamentals of Management
- · Business Accounting
- Microeconomics
- Organisational Behaviour
- Business Information System
- Business Communication
- Macroeconomics
- · Introduction to Digital Marketing
- · Statistics and its Applications
- Co-Operative Placement 1

### Electives (Choose one)

- · Sustainability in Business
- · Introduction to Branding

### Year 2

- · Consumer Behaviour
- · Marketing Analytics
- · Marketing Processes
- · Managing People
- Entrepreneurship
- Financial Management
- · Business Research Methods
- Internet and SEO Marketing
- Sales Management
- · Operations Management
- Management Ethics
- · Co-Operative Placement 2

### Electives 2 (Choose one)

- Introduction To Public Relations
- International Trade
- · Social Media Marketing

### Year 3

- · Social Media Marketing
- Strategic Marketing
- · Integrated Marketing Communications
- · Marketing Research Project A
- Marketing Research Project B
- · Services Marketing
- · Retail Brand Management
- International Sustainable Marketing
- · Current Issues in Marketing
- Strategic Management
- Co-Operative Placement 3

### Electives 3 (Choose one)

- Leadership
- Retail Brand Management

Career Opportunities

Public relations consultant | Marketing manager | Corporate branding consultant | Business development manager | Sales manager | Retail manager | Advertising and promotion manager

### Bachelor of Arts (Honours) Supply Chain Operations Management

(R/840/6/0016) (06/2023) (MQA/FA2951)

Supply chains can make or break businesses for an efficient flow of goods and services from the point of origin to the end consumer is required to keep companies competitive and profitable. This carefully designed programme will equip students with the essential management principles as well as the processes and techniques involved in developing operations strategy and managing supply in global manufacturing operations.

\*This programme received a 100% graduate employability score in the Ministry of Higher Education's Graduate Employability 2022 survey. (source: ge.mohe.gov.my/)

### **Subject Listing**

#### Year 1

- · Logistics and Supply Chain Management
- Microeconomics
- · Fundamentals of Marketing
- · Fundamentals of Management
- · Business Accounting
- · Statistics and Its Application
- Macroeconomics
- · Transport Management
- · Co-Operative Placement 1

### **Professional Recognitions and Paper Exemptions**



The Chartered Institute of Logistics and Transport (CILT), Malaysia
Full exemption for the professional qualifying examination

### Year 2

- · Warehousing Management
- Occupational Safety and Health
- Operations Management
- · Business Research Methods
- · Material and Distribution Management
- · Financial Management
- · Procurement Management
- · E-Logistics: Managing Digital Supply Chain
- · Supply Chain System Management
- · Customer Relationship Management
- Co-Operative Placement 2

### Elective 1 (Choose two)

- International Trade
- Import and Export Management
- · HRM in Logistics and Supply Chains

### Year 3

- Final Year Project A
- · Practitioners Reporting Tools
- Sustainable Supply Chain Operations Management
- Custom and Excise
- Issues in Supply Chain Operations Management
- Final Year Project B
- · Supply Chain Risk Management
- Strategic Supply Chain Management
- Lean Six Sigma and TQM
- Operations Research
- Co-Operative Placement 3

### Elective 2 (Choose two)

- · Business Case Studies
- Retail Logistics
- Logistics Project Management

### UCSI Co-Operative Placement Programme

Our students have enjoyed placements at companies like Worldgate Express, DB Schenker, TNT Express Worldwide, ViTrox Corporation and Wuhu Baoyang Transport and Trade.

Career Opportunities Manufacturing supervisor | Packaging specialist | Inventory controller | Quality control officer | Warehouse manager | International logistics officer

### Hall Of Fame

# LEE SWEE LIN Alumna, Bachelor of Arts (Hons) Accounting and Finance

Co-Founder of The Picha Project. Former Finance Executive at Le Meridien.



#### **LEE PEI YING**

Alumna, Bachelor of Arts (Hons) Accounting, First Class Honours

Best Paper Award at the 10th Asia-Pacific Business and Humanities Conference 2016 Audit Associate at KPMG Malaysia Currently working at Deloitte Singapore.



### **ERIC KONG KAH WENG**

Alumnus, Bachelor of Arts (Hons) Marketing

Received a one-month internship opportunity at Novo Education in New Zealand for his submission for Education New Zealand's marketing strategy competition.

Was part of a three person team from UCSI walking away with the First Prize for their 'Bangi Soap' social entrepreneurial plan.

First Prize Winner of "Think New" Essay Writing Competition 2015.

Champion of the World Islamic Economic Forum's Business Plan Challenge 2014.





### TEAM REFEEL

### ISAAC PERERA

Bachelor of Arts (Honours) in Branding and Advertising

### SHERLYN

Bachelor of Arts (Honours) in Supply Chain Operations Management

### **CHRISTY FELICIA**

Bachelor of Arts (Honours) in Branding and Advertising

### **JEFFERSON RAYMOND HAN**

Bachelor of Arts (Honours) in Actuarial Science and Finance

National Champions for British American Tabacco (BAT), Battle of Minds 2023



From left to right

### **ERIC LING KAIYUE**

Alumnus, Bachelor of Arts (Hons) Logistics Management

### **SANDRA OOI PING NYEE**

Alumna, Bachelor of Arts (Hons) in Business Administration Master in Business Administration

### **SHIA SIAW HUI**

Alumna, Bachelor of Science (Hons) Actuarial Science

### **WONG CHUN WENG**

Alumnus, Bachelor of Financial Economics (Hons)

National champions of the HSBC-Enactus Malaysia Business Case Competition 2017. Represented Malaysia at the HSBC/HKU Asia Pacific Business Case Competition 2017 in Hong Kong.



## Academic Requirements

INTAKES: January, May and September

QUALIFICATIONS	FOUNDATION IN ARTS LEADING TO ALL FBM MAJORS				
SPM/O-Level	Pass with 5 credits (C), including Mathematics (C)				
UEC	3 credits (B6), including Mathematics (B)				
Other qualifications	Any other equivalent qualifications recognised by the Malaysian Government.				

QUALIFICATIONS	DIPLOMA IN ACCOUNTING	DIPLOMA IN FINANCE	DIPLOMA IN BUSINESS MANAGEMENT A INTERNATIONAL BUSINESS AND LOGISTICS MANAGEMENT
SPM/O-Level	3 credits or 3 Grade (Cs) including Mathematics and pass in English	3 credits including Mathematics and pass in English	Pass with 3 credits (C)
UEC	3 Grade (Bs) including Mathematics and pass in English	3 Grade (Bs) including Mathematics and pass in English	3 credits (B6)
Other SPM equivalent qualifications	N/A	N/A	50% average score
STPM	Grade (C) (CGPA2.0) in any subject; credit in Mathematics and pass in English at SPM level	Grade (C) (CGPA2.0) in any subject; credit in Mathematics and pass in English at SPM level	Grade (C) (CGPA2.0) in any subject
STAM	N/A	N/A	Grade Maqbul
A-Level	Minimum 2 principals (D)	Grade (D) in any one subject	Minimum 1 principal (D)
SKM	N/A	N/A	Pass Level 3 in related field
Certificate (Level 3, MQF)	N/A	N/A	Certificate in related field (CGPA 2.0)
Computing Related Certificate SKM SKK (MQF Level 3)	N/A	N/A	N/A

QUALIFICATIONS	BA (HONS) ACCOUNTING/ BA (HONS) ACCOUNTING AND FINANCE	BSC (HONS) FINANCE AND INVESTMENT	BACHELOR OF FINANCIAL ECONOMICS (HONS)
UCSI Foundation year	CGPA 2.5, and credit in Mathematics at SPM level	CGPA 2.5, and pass SPM with credit in Mathematics and pass in English	CGPA 2.5, and pass SPM with credit in Mathematics and pass in English
STPM	Pass, with C+ (CGPA 2.33) in any two subjects, and a credit in Mathematics at SPM level	C+ (CGPA 2.33) in any 2 subjects; and pass SPM with credit in Mathematics and pass in English	C+ (CGPA 2.33) in any 2 subjects; and pass SPM with credit in Mathematics and pass in English
A-Level	2 D grades	2 D grades	2 D grades
UEC	5 credits (B6) including Mathematics and a Pass in English	Minimum 5 credits (B6) including Mathematics and pass in English	5 credits (B6) and pass in Mathematics and English
National Matriculation	CGPA 2.50, inclusive of credit in Mathematics at SPM	CGPA 2.50 and pass SPM, inclusive of credit in Mathematics and pass in English	CGPA 2.50 and pass SPM, inclusive of credit in Mathematics and pass in English
International Baccalaureate (IB)	26 points in 6 subjects	26 points in 6 subjects	26 points in 6 subjects
Canadian Pre-U	Average of 60% in 6 subjects	Average of 60% in 6 subjects	Average of 60% in 6 subjects
AUSMAT/HSC/ SACE/TEE/ WACE	ATAR score of 60% or a minimum average of 60% in 5 subjects.	ATAR score of 60% or a minimum average of 60% in 5 subjects.	ATAR score of 60% or a minimum average of 60% in 5 subjects.
Other STPM equivalent qualifications	Overall average of 60%	Overall average of 60%	Overall average of 60%
Diploma Programmes	Business-related: CGPA 2.50	Diploma in Finance, Banking, Insurance or related field (Level 4, MQF): CGPA 2.5	Diploma in Finance, Banking, Insurance or related field (Level 4, MQF): CGPA 2.5

## Academic Requirements

**INTAKES: January, May and September** 

QUALIFICATIONS	BACHELOR OF INTERNATIONAL BUSINESS (HONOURS) / BCOMM (HONS) MARKETING / BA (HONS COMMERCE)	BACHELOR OF COMMERCE (HONOURS) IN ACCOUNTING AND FINANCE	BA (HONS) Entrepreneurship
UCSI Foundation year	CGPA 2.0	Minimum CGPA 2.0	CGPA 2.0
STPM	Minimum 2 principals (C) (CGPA 2.0) in 2 subjects; and pass in Mathematics and English in SPM level	Minimum Grade C (CGPA 2.0) in any 2 subjects and pass in Mathematics and English at SPM level	Minimum grade C (GPA 2.0) in any 2 subjects and pass in Mathematics and English at SPM level
A-Level	Minimum 2 principals (D)	Minimum 2 principal (D)	Minimum 2 principal (D)
STAM	N/A	Pass with minimum grade of Jayyid and pass in Mathematics and English at SPM level	Pass with minimum grade of Jayyid and pass in Mathematics or English at SPM level
UEC	Minimum 5 credits (B6) and pass (C8) in Mathematics and English	Minimum 5 credits (B6) and pass (C8) in Mathematics and English	Minimum 5 credits (B6) and pass (C8) in Mathematics and English
National Matriculation	CGPA 2.0	Minimum CGPA 2.0	CGPA 2.0
International Baccalaureate (IB)	26/42 in 6 subjects	26/42 in 6 subjects	Minimum score of 26 points in 6 subjects
Canadian Pre-U/Canadian International Matriculation	Average of 60% in 6 subjects	Average of 60% in 6 subjects	Minimum average of 60% in 6 subjects
AUSMAT/HSC/ SACE/TEE/ WACE	ATAR score 60% or Minimum 60% average in 5 subjects	ATAR score 60% or Minimum 60% average in 5 subjects	ATAR score of 60% or a minimum average of 60% in 5 subjects.
Pra 2 Singapore / Singapore Cambridge General Cert of Education	Minimum CGPA 2.0	Minimum CGPA 2.0	N/A
Other STPM equivalent qualifications	N/A	N/A	Minimum overall average of 60%
Diploma Programmes	Case by Case basis	Minimum CGPA 2.0 Level 4, MQF or Advanced Diploma Level 5, MQF	Level 4, MQF with CGPA of 2.0

QUALIFICATIONS	BACHELOR OF FINANCIAL TECHNOLOGY (HONOURS)	OTHER FBM MAJORS
UCSI Foundation year	Pass with minimum CGPA of 2.50 and pass SPM (or any equivalent qualification) with credit in Mathematics and pass in English	CGPA 2.0
STPM	Minimum Grade C+ (CGPA 2.33) in any 2 subjects and pass with credit in Mathematics and English at SPM level	2 Principals (C) (CGPA 2.0) in 2 subjects and pass in Mathematics and English at SPM Level.
A-Level	Pass with minimum 2 D grades	Minimum 2 Principals D
STAM	N/A	N/A
UEC	Minimum 5 credits (B6) including Mathematics and pass in English	5 credits (B6) and pass (C8) in Mathematics and English
National Matriculation	CGPA 2.5 and pass SPM (or any equivalent qualification) with credit in Mathematics and pass in English.	CGPA 2.0
International Baccalaureate (IB)	Minimum score of 26 points in 6 subjects	26 points in 6 subjects
Canadian Pre-U/Canadian International Matriculation	Average of 60% in 6 subjects	Average of 60% in 6 subjects
AUSMAT/HSC/ SACE/TEE/ WACE	ATAR score of 60% or a minimum average of 60% in 5 subjects.	ATAR score of 60% or a minimum average of 60% in 5 subjects.
Pra 2 Singapore / Singapore Cambridge General Cert of Education	Minimum CGPA 2.0	N/A
Other STPM equivalent qualifications	N/A	Overall average of 60%
Diploma Programmes	Diploma in Finance, Banking, Insurance or related field (Level 4,MQF) with minimum CGPA of 2.5	Business-related: CGPA 2.0

### English Language Requirements

STUDENTS (LOCAL/ INTERNATIONAL)	QUALIFICATIONS	DIPLOMA	OTHER FBM DEGREES	BA (HONS) ACCOUNTING/ BA (HONS) ACCOUNTING AND FINANCE	BSC (HONS) FINANCE AND INVESTMENT/ BACHELOR OF FINANCIAL ECONOMICS	BACHELOR OF FINANCIAL TECHNOLOGY (HONOURS)
Local Students	SPM English Language	Minimum grade of B+	um grade of B+			
	English language 1119/0-Level English/ IGCSE	Minimum grade of C				
	CEFR	B1 (with at least 2 skills at B1)				
	Cambridge English / Linguaskill	Minimum score of 140				
	Pearson Test of English	Minimum score of 36				
	UEC English Language	Minimum grade of A2				
	MUET (Malaysian University English Test)	Minimum of Band 2	Minimum of Band 2		Minimum of Band 4	
	IELTS	Minimum score of 4.0	Minimum of Ba	nd 5.5	Minimum of Band 6	
	TOEFL iBT	Minimum score of 30-31	Minimum score	of 46	Minimum score of 60	
	Note: In the event that the English language requirements are not met, applicants will be required to take the Basic English and English Foundation for in-sessional academic enhancement concurrently with the programme. Applicants who have an academic qualification from a higher learning institution which uses English Language as a medium of instruction can be granted an exemption from the University English requirements and MQA requirement.					
International Students	IELTS	Minimum score of 5.0	Minimum score	of 5.5	Minimum score of 6.0	
Students	TOEFL iBT	Minimum score of 40	Minimum score	of 46	Minimum score of 60	
	TOEFL Essentials	Minimum score of 7.5	Minimum score	of 8	Minimum score of 8.5	
	Pearson Test of English	Minimum score of 47	Minimum score	of 51	Minimum score of 59	
	Cambridge Linguaskill / English Qualification & Tests					
	B1 Preliminary , B2 First, C1 Advanced, C2 Proficiency	Minimum score of 154	Minimum score	of 160	Minimum score of 169	
	Linguaskill Online	Minimum score of 154	Minimum score	of 160	Minimum score of 169	
	Occupational English Test (OET) (Conventional/ Online)	N/A	Minimum score	of 200	Minimum score of 250	
	MUET	Minimum of Band 3.5	Minimum of Ba	nd 4	Minimum of Band 4	
	CEFR	B1 (High B1)	Low B2		Mid B2	
	English language 1119/ O-Level English/IGCSE	Minimum grade of C				
	the English for Tertiary E	ducation programme (R/K	JP/00920-00929	emic programme's English Languag ) which helps them prepare for atta	ining a required band score. Placer	nent into the various levels of the

English for Tertiary Education programme depends on the English Language qualification students have at the point of admission and/or the outcome of the English Placement Test.

### General Courses (MPU)

### **COMPULSORY FOR ALL STUDENTS**

DIPLOMA F	PROGRAMMES	DEGREE PROGRAMMES		
MALAYSIAN STUDENTS	INTERNATIONAL STUDENTS	MALAYSIAN STUDENTS	INTERNATIONAL STUDENTS	
• U1 – Appreciation of Ethics and Civilisations  • U1 – Communication in Bahasa Melayu 2		• U1 – Appreciation of Ethics and Civilisations / Philosophy and Contemporary Issues	• U1 – Philosophy and Contemporary Issues / Communication in Bahasa Melayu 3	
ALL ST	TUDENTS	ALL STUDENTS		
• U2 – University Life / Integrity a Bahasa Kebangsaan A (if • U4 – Extra-curricular Activity 1-	applicable)	U2 – University Life / Integrity and Anti-Corruption / Bahasa Kebangsaan A (if applicable) U4 – Extra-curricular Activity 1-3		

While the above information is accurate at the time of printing, please note that entry requirements are subject to change. Please visit the university website for the most updated information.



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### **KUCHING CAMPUS** DU020-02(Q)

Lot 2976, Block 7, Muara Tebas Land District, Sejingkat, 93450 Kuching, Sarawak.

Tel +(6082) 596 965 Fax +(6082) 596 975

### SPRINGHILL (SEREMBAN/PD) CAMPUS DU020(W)

No. 2, Avenue 3, Persiaran Springhill, 71010 Port Dickson, Negeri Sembilan. General Line (+606) 648 8888 Course Enquiry (+606) 648 8880

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