Our business students get unique insights into modern business environments and are geared to be future global leaders who challenge real problems in the international business world.

### AT A GLANCE

You may pick from six major disciplines:
- Accounting and Finance
- Business Law and Taxation
- Economics
- Econometrics and Business Statistics
- Management
- Marketing

### RANKING AND RECOGNITION

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**International Accreditations**

Our business courses are recognised by:
- Malaysian Qualifications Agency (MQA)
- Tertiary Education Quality and Standards Agency (TEQSA), Australia
- The Malaysian Institute of Certified Public Accountants (MICPA)
- CPA Australia
- The Chartered Institute of Management Accountants (CIMA)
- The Association of Chartered Certified Accountants (ACCA)
- Institute of Charted Accountants Australia (ICAA)

In order to obtain the following professional qualifications, graduates are required to complete:
- Six papers for Certified Public Accountant (CPA) and the Association of Chartered Certified Accountants (ACCA)
- Nine papers for Chartered Institute of Management Accountants (CIMA)
- Five papers for the Malaysian Institute of Certified Public Accountants (MICPA)
BACHELOR OF BUSINESS AND COMMERCE

DURATION
3 years

INTAKES
February, July and October

The Bachelor of Business and Commerce is one of the most popular courses offered at Monash University Malaysia. It offers students the opportunity to create a study program to best suit their employment goals and discipline interests. Students are able to focus on particular areas of study while building sound knowledge of theory, principle and application in major business disciplines.

The curriculum is developed by Monash academics and researchers from various backgrounds, countries and experiences, in consultation with industry, to provide a truly internationalised study experience.

Our international reputation ensures that graduates are highly sought-after by employers around the world.

The degree allows students to choose from nine majors:

- Accountancy
- Applied economics
- Banking and financial management
- Business analytics
- Business law and taxation
- Econometrics and business statistics
- International business management
- Management
- Strategic marketing

CAREER OPPORTUNITIES

- Financial analysis
- Human resources
- Public relations
- Marketing
- Accountancy
- International trade
- Administration
- Advertising
- Data scientist

REQUIREMENTS

The degree requires completion of 24 units (144 points) over a maximum of eight years as follows:

(a) 16 units (96 points) from the Faculty in the Bachelor of Business and Commerce at the campus of enrolment as follows:

(i) Seven compulsory common core units (42 points):
- Introduction to accounting and finance or Accounting for managers
- Malaysian business law
- Introductory microeconomics
- Business statistics or Business and economic statistics
- Introduction to management
- Marketing theory and practice
- Integrative business practices

(ii) A major of eight units (48 points):**
- The major must come from the approved list of majors
- No more than 2 units (12 points) at level 1 credited to the major and at least 3 units (18 points) at level 3 credited to the major

**Depending on the major chosen, one or more of the units in the major may have already been studied as part of the group of common core units – where this is the case, students will complete additional unit/s as detailed below

(iii) Additional units selected from the Faculty for the Bachelor of Business and Commerce at the campus of enrolment, to reach the required minimum of 16 units

(b) Eight open electives (48 points):
- may be taken from disciplines offered by another Faculty
- may be taken from any Faculty of Business and Economics programs and campuses**

**Enrollment at another Monash campus is dependent upon units’ availability.

Additional degree requirements:

- A maximum of 10 first-year level units (60 points)
- A minimum of six third-year level units (36 points), of which at least four units (24 points) must be from those offered by the Faculty at the campus of enrolment
- In addition to specific unit prerequisites, second-year level units require the successful completion of three first-year level units and third-year level units require the successful completion of two second-year level units

UNITS REQUIRED FOR SPECIFIED MAJORS

Major:

ACCOUNTANCY

The following units are required for the Accounting major:

- Introduction to financial accounting
- Introduction to management accounting
- Financial accounting
- Advanced financial accounting
- Management accounting
- Corporate finance 1

In addition, student must choose two of the following units:

- Accounting information systems and financial modelling
- Auditing and assurance
- Malaysian company law
- Malaysian income tax law
- Work placement program

BANKING AND FINANCIAL MANAGEMENT

The following units are required for the Banking and Finance major:

- Foundations of finance
- Commercial banking and finance
- Corporate finance 1
- Derivatives 1
- Credit analysis and leading management
- Investments and portfolio management
- Work placement program
- International financial management
- Introductory econometrics
- Modelling in finance
- International banking and finance
- Treasury management
- Corporate treasury and credit management

**BUSINESS LAW AND TAXATION**
The following units are required for the Business Law major:
- Malaysian business law
- Malaysian company law
- Comparative workplace relations law
- Current issues in corporate governance
- Malaysian income tax law
- International trade law
- Conventional and Islamic Islamic finance law
- Marketing law

**APPLIED ECONOMICS**
The following units are required for the Economics major:
- Introductory macroeconomics
- Macroeconomics policy
- Managerial economics
- Introductory econometrics

Students must choose three of the following units:
- Economics of money and banking
- Case studies in international trade
- Business, competition and regulation
- Development economics
- Public sector economics

In addition, students must choose one from the following OR one unit from above:
- Economics of labour markets
- Trade finance and foreign exchange

**ECONOMETRICS AND BUSINESS STATISTICS**
The following units are required for the Econometrics and Business Statistics major:
- Business and economics statistics and Data modeling and computing, or Business statistics and Business data modeling
- Introductory econometrics
- Survey methods and managerial statistics
- Business modeling methods
- Applied econometrics
- Principles of forecasting and applications
- Econometrics methods for finance

**BUSINESS ANALYTICS**
The following units are required for business analytics major:
- Business and economic statistics
- Data modelling and computing
- Business modelling methods
- Accounting Information Systems and financial modelling
- Project management for small to medium enterprises
- Data mining for business
- Enterprise resources planning
- Principles of forecasting and application or Econometric methods for finance

**INTERNATIONAL BUSINESS MANAGEMENT**
The following units are required for the International Business major:
- International financial management
- International trade law
- Trade finance and foreign exchange
- Case studies in international trade
- International business
- International business strategy

**MANAGEMENT**
The following units are required for the Management major:
- Introduction to management
- Organisational behaviour
- Strategic management

In addition, students must choose five of the following units:
- Managerial communication or Introduction to Islamic business
- Leadership in Asia
- International business strategy
- Social entrepreneurship
- Human resource management
- Project management for small to medium enterprises
- Organisational change and development
- Management information systems
- International management

**STRATEGIC MARKETING**
The following units are required for the Marketing major:
- Marketing theory and practice
- Consumer behavior
- Market research methods
- Integrated marketing communication
- Marketing planning and implementation
- Service marketing
- International marketing

In addition, student must choose one of the following units:
- Introduction to social commerce
- Introduction to e-business
- Business marketing
- Islamic marketing
- Neuroscience of decision-making: An introduction
- Retail management principles
UNDERGRADUATE COURSES

BACHELOR OF BUSINESS
AND COMMERCIAL AND BACHELOR OF COMMUNICATION AND MEDIA STUDIES

DURATION
4 years

INTAKES
February, July and October

The Bachelor of Business and Commerce and Bachelor of Communication and Media Studies double degree program offers students the opportunity to graduate with two degrees – a Bachelor of Business and Commerce and a Bachelor of Communication and Media Studies.

In addition to receiving a thorough grounding in business practices, students are given an insight into how the media works and develop specialised skills in describing and analysing the processes, uses and effects of traditional and new communications. The degree provides business training combined with communication skills such as writing and editing, critical thinking and organisation, analysis and research.

AREAS OF STUDY
BUSINESS AND COMMERCE
- Accountancy
- Applied economics
- Banking and financial management
- Business analytics
- Business law and taxation
- Econometrics and business statistics
- International business management
- Management
- Strategic marketing

COMMUNICATION
- Media studies
- Research methods in communication and media studies
- Youth and mobile media
- Freedom and control in the media
- Communication technology and practices
- Contemporary media theory
- Reading social media: Sociotechnological literacies
- Authorship and writing

CAREER OPPORTUNITIES
Depending on their chosen specialisation, graduates can pursue work in a variety of roles including:
- Financial analysis
- Human resources
- Public relations
- Marketing
- Accountancy
- International trade
- Administration
- Advertising
- Journalism
- Publishing
- Editing
- Writing
- Corporate communications
- Multimedia
- Tourism
- Marketing theory and practice
- Integrative business practices

(ii) A major of eight units (48 points)**
- The major must come from the approved list of majors.
- No more than 2 units (12 points) at level 1 credited to the major and at least 3 units (18 points) at level 3 credited to the major.

**Depending on the major chosen, one of the units in the major may have already been studied as part of the group of common core units – where this is the case, students will complete an additional unit.

(iii) Additional units selected from the Faculty in the Bachelor of Business and Commerce at the student’s campus of enrolment, to reach the required minimum of 16 units

(b) 16 units (96 points) from the Faculty of Arts as follows:
- A major of at least eight units (48 points) in communications
- A minor of at least four units (24 points) in an arts discipline
- A third first-year arts sequence (12 points)

(iv) A further two units (12 points) offered by the Faculty of Arts

Additional degree requirements:
- A maximum of 14 first-year level units (84 points)
- A minimum of six third-year level units (36 points), of which at least four units (24 points) must be from those offered by the Faculty at the student’s campus of enrolment

In addition to specific unit prerequisites, second-year level units require the successful completion of three first-year level units and third-year level units require the successful completion of two second-year level units.
**BACHELOR OF BUSINESS AND COMMERCE (HONOURS)**

**DURATION**
1 year

**INTAKES**
February and July

The Bachelor of Business and Commerce (Honours) is an additional one-year full-time course, which offers students the opportunity to undertake advanced study within the disciplines covered by the school.

The honours year is research centered with a structured introduction into the conduct of business and economics-related research at an advanced level, allowing students to solve practical problems from a broader intellectual perspective. Students will develop technical and analytical skills, whilst reinforcing independent thinking capabilities.

Graduates will have a highly respected qualification that positions them well for employment in multinational corporations, government and non-governmental organisations and universities. The course is particularly targeted at students who may wish to pursue a research degree. Students who complete the course with first-class honours may be permitted to enrol in the Monash Doctoral Program without first completing a masters degree by research.

Upon successful completion of this course it is expected for students to:

- be critical and creative scholars who:
  - produce innovative solutions to problems
  - apply research skills to business challenges
  - communicate effectively and perceptive

- be responsible and effective global citizens who:
  - engage in an internationalised world
  - exhibit cross cultural competence
  - demonstrate ethical values
  - have comprehensive understanding of their discipline and be able to provide discipline based solutions relevant to the business, professional and public policy communities that we serve
  - have capacity to integrate and synthesise knowledge from across disciplines to create innovative applications in organisational settings
  - have an ability to undertake research informed by advanced studies in their discipline.

**SPECIALISATIONS**
- Accountancy
- Applied economics
- Banking and financial management
- Business analytics
- Business law and taxation
- Econometrics and business statistics
- International business management
- Management
- Strategic marketing

**COURSE STRUCTURE**

This course consists of a combination of coursework and research. In the coursework component you will develop advanced theoretical and/or technical knowledge of your discipline and appropriate research methodologies. In the research component you will plan and execute a research project under the individual guidance of an academic supervisor.

Part A. Research (24 points)
- BEW4100 Research project and report (24 points)

Part B. Coursework (24 points)
- BEW4000 Research methodology 1
- BEW4010 Research methodology 2
- BEW4020 Directed studies 1
- BEW4030 Directed studies 2
The School of Business provides students with the exposure to creative teaching approach that enrich their educational and learning experience at the Malaysia campus. Facilities such as Monas University Sunway Simulated Trading Lab (MUSSTLab), Neurobusiness Behavioural Lab and Focus Group Discussion Room have been set up to promote innovative teaching methods that do not only challenge students but also sharpen their analytical and problem solving skills.

These facilities promote experiential learning, where students learn not just concepts, but will be able to see theory put into practice, and more importantly, see and feel the impact.

**MONASH UNIVERSITY SUNWAY SIMULATED TRADING LAB (MUSSTLAB)**

Monash University Sunway Simulated Trading Lab (MUSSTLab) provides an experiential learning environment where students can observe the interactions of capital market concepts and decision making through a simulated investment trading activity.

In the simulated trading marketplace, students learn the mechanics of various types of financial instruments such as equities, bonds, foreign currencies and derivative instruments such as the options and futures contracts without the risk of losing any real money in the process. In a fun way, students learn about bid-and-ask prices, buy-and-sell orders and the importance of speed of decision-making.

The simulated trading room is intended to make the learning experience, a fun and exciting one. Through team-based and individual participation in simulated trading games, students learn how to process and respond to new information. As the games unfold, students experience the impact of interest rate changes, global currency fluctuations, changes in government policies as well as corporate and individual decision-making. All these will expand their understanding of the global economy beyond the confines of textbooks.

The simulated trading laboratory also provides a perfect platform for students to test their stock-picking skills and test their trading strategies. This state-of-the-art system also keeps track of the brokerage fees, and/or margin costs of the trades and allows the participants to evaluate their own performance as measured by the profit or loss made at the end of the game.

In a research perspective, the MUSST Lab is committed in disseminating its research outcomes in learning and teaching in disciplines (such as behavioural finance) where a controlled environment offers an opportunity to test ideas and theories.

**NEUROBUSINESS BEHAVIOURAL LAB**

With growing competition for virtually every sector, it is important to understand how and why consumers choose a product or a brand. The establishment of the Neurobusiness Laboratory at the School of Business enables researchers to explore behavioural finance, behavioural economics, consumer behaviour and marketing. Neurobusiness, a term coined by Monash University researchers, will employ core neuroscience principles of how the brain and the central nervous system works, measuring body function and direct behaviour to better understand the consumer.

Neuroscience technology enables researchers to assess consumer’s reactions to various stimuli such as products, web pages and advertisements. The technology measures unobservable physiological reactions like micro-facial movements, perspiration, eye movement and many more – in a bid to understand how consumers make buying decisions.

**FOCUS GROUP DISCUSSION ROOM**

Businesses and governments are increasingly using focus group research methods to elicit insights from consumers and citizens on issues, ideas, products and services.

In response, Monash built and launched a commercial-level focus group facility, operational since July 2012. The facility features a discussion room that can be configured for relaxed conversation, formal boardroom interaction or retail encounter; and a viewing room fully equipped with advanced recording and audio technology.

Honours and PhD students have benefited from using the focus group room as research project leaders, participants or observers. Among other things, the room is regularly used for teaching postgraduate qualitative research methods, enriching the learning process through an experiential approach. These kind of experiences create competitive advantage for Monash graduates in the recruitment market.

The Monash education team also uses the room to elicit student and staff views of courses and programs, making a valuable contribution to campus development and improvement initiatives.

The focus group facility is a popular and useful addition to the Monash learning experience, adding real world know-how to the ‘know what’ of theory.
The Postgraduate Diploma in Business and Commerce is structured to enable students to enhance their careers and gain expert business and commerce knowledge, while at the same time achieve access to higher degrees courses.

It is a research-centered program with focus on a number of highly valued key skills within industry and academia, allowing students to undertake practical problems from a broader intellectual perspective. Students will develop technical and analytical skills, whilst reinforcing independent thinking capabilities.

The program is particularly targeted at students who may wish to pursue a research degree such as Doctor of Philosophy (PhD). Students who complete the course with first-class honours maybe permitted to enrol in the Monash Doctoral Program without first completing a masters degree by research.

Upon completion of the course, students should have gained:

- in-depth knowledge in specialised areas of business and commerce from advanced disciplinary studies and research
- comprehensive research skills relevant to business and research
- the necessary skills to plan and undertake rigorous independent research
- the capacity to engage in critical thinking and analysis
- the ability to effectively communicate research activities and findings

AREAS OF STUDY

- Accountancy
- Applied economics
- Banking and financial management
- Business analytics
- Business law and taxation
- Econometrics and business statistics
- International business management
- Strategic marketing

COURSE STRUCTURE

This course consists of a combination of coursework and research. In the coursework component you will develop advanced theoretical and/or technical knowledge of your discipline and appropriate research methodologies. In the research component you will plan and execute a research project under the individual guidance of an academic supervisor.

(a) Taught units:
- Research methodology 1 (6 credit points)
- Research methodology 2 (6 credit points)
- Directed studies 1 (6 credit points)
- Directed studies 2 (6 credit points)

(b) Research project and report (24 credit points)
The Master of International Business presents an academically rigorous and professionally relevant program of study in contemporary international business issues. The program aims to boost students’ career advancement in the private, public, inter-governmental and non-profit sectors, and will extend skills in the analysis and interpretation of the global business environment.

Through independent research, presentations and case studies, students will acquire the skills needed to gather relevant data for analysis together with the competencies necessary to effectively communicate their decisions. The goals of this degree are to:

- Develop the capacity for high-level analysis of international and transnational investment, trade, and management strategy in the context of globalisation
- Acquire key skills in communication and negotiation across business cultures
- Develop the ability to deal with issues in the international non-profit and inter-governmental sectors as these affect multinational corporations
- Study the links between international business strategies and societies, economies and political, and legal regimes
- Bridge the gap between the theory of firm internationalisation and the actual internationalisation process in practice

AREAS OF STUDY

SECTION A
Four units (24 points) from the following:
- ACM5903 Accounting for business
- BTM5903 Law and business decisions
- ECM5953 Economics
- ETM5900 Business statistics

SECTION B
Eight core units (48 points) as follows:
- Accounting and finance for International managers
- International management
- Marketing and the international consumer
- International business theory and practice
- Introduction to international economics
- International trade law
- Cross-cultural management communication
- International business strategy

SECTION C
Four graduate-level units (24 point) subject to Course Director approval and a maximum of two units (12 points) may be taken from other schools/faculties.
- Contemporary issues in globalization
- International dimension of e-business
- International marketing
- International finance
- Options, future and risk management
- International issues in employment law
- International study program in international business

Other considerations:
Students complete one of the following structure as determined by any credit granted for prior studies. Students who have completed an:

- undergraduate degree in a relevant discipline* must complete sections (B) and (C)
- undergraduate degree not in a relevant discipline* are required to complete all sections above
- honours degree not in a relevant discipline* must complete units from (A) and (B)
- honours degree in a relevant discipline* must complete all units from (B)

*Relevant disciplines include any major within management, business, and economics with approval of the course director.

RESEARCH OPTION
This program also offers a research pathway option that provides an alternative route for students from a coursework masters program into a PhD program.

The research option is available with permission of the course director.

Students enrolling in the research option will be required to complete, as part of the elective component, three units:
- Introductory management research methods
- Research report (introduction)
- Research report
The Master of Philosophy program is a fully research-based degree. This signifies that the candidate has successfully completed a course of research training and satisfied the examiners’ criteria in carrying out a research project and providing critical analysis of the research results.

This program is designed to:

- Extend knowledge, expertise and skill through the application of research to business problems
- Gain experience in the design and implementation of research; develop the ability to carry out independent research at an advanced level, together with analytical and written communication skills
- Develop the ability to carry out independent research
- Make a contribution to an existing body of knowledge by applying, clarifying or interpreting that knowledge

COURSE STRUCTURE

This program is 100% research-based. Any coursework to be undertaken with the approval of the Graduate Research Coordinator.

If you take on this program under the School of Business, and wish to upgrade from the MPhil to PhD, you must undertake relevant coursework of particular discipline area as enabling coursework and achieve a mark of 70 per cent or higher.

AREAS OF STUDY

MPhil students are required to carry out independent research in one of the following disciplines:

- Accounting
- Management
- Marketing
- Specialist streams in economics
The Doctor of Philosophy program enables you to complete extensive, independent research under the supervision of an experience member of the School’s academic staff. Candidates are required to submit an original thesis that makes a major contribution to the discipline by way of new knowledge.

This program is designed to:

- Extend knowledge, expertise and skill through the application of research to business problems and issues
- Gain experience in the design and implementation of research; develop the ability to carry out independent research at an advanced level, together with analytical and written communication skills
- Develop the ability to carry out independent research
- Make a contribution to an existing body of knowledge by applying, clarifying or interpreting that knowledge

**COURSE STRUCTURE**

The course consists of:

- research thesis component
- coursework study program

**PHD PROGRAMS**

We currently have four PhD programs available, and each PhD candidate will be assigned to the program most relevant to their research focus from the following:

- Accounting PhD program
- Management PhD program
- Marketing PhD program
- Specialist streams in economics

**HIGHER DEGREES BY RESEARCH (HDR)**

If you are interested in a research degree, please visit [www.buseco.monash.edu.my](http://www.buseco.monash.edu.my)
CONTACT US

Business hours:
Monday to Friday 8.30am – 6.00pm

Counselling hours for course enquiries:
Monday to Friday 8.30am – 6.00pm

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Monash University Malaysia is a joint venture