



Henley
Business School
MALAYSIA



**University of
Reading**
MALAYSIA

BSc BUSINESS AND MANAGEMENT

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 For more information, please contact:

Student Recruitment Office

University of Reading Malaysia
Persiaran Graduan, EduCity
79200 Iskandar Puteri
Johor, Malaysia

my.enquiry@reading.edu.my

Toll free: 1800 18 6867, Tel: +60 7 268 6205

WhatsApp: +60 16 7725 400

 /universityofreadingmalaysia

 uniofreadingmalaysia

www.reading.edu.my

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BSc BUSINESS AND MANAGEMENT

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Boasting a worldwide reputation for excellence and triple accreditation, Henley Business School at the University of Reading Malaysia, attracts some of the brightest students.

From day one of the BSc Business and Management programme, you will become part of a great learning community of supportive, like-minded people working together in our state-of-the-art campus.

Ideal for young entrepreneurs, this programme will give you a thorough grounding in the main areas of business and explore key themes and emerging challenges facing business in a global context. It is designed to prepare graduates for starting and operating their own business or responsible, professional careers in both the public and private sectors.

The course focusses on both the business environment - cultural context, markets, the legal, financial and ethical constraints under which firms operate - as well as

strategy, marketing and entrepreneurial direction. It also covers the internal aspects of a company such as human resources, organisational behaviour and culture, operations, finance and accounting, ethics, management and IT.

Core topics studied include:

- Accounting for Managers
- Data Analytics
- Developing Professional Excellence
- Digital Marketing
- Economics for Business and Finance
- Entrepreneurship
- International Business
- Marketing and Strategy
- People Management and Organisational Behaviour

TOP-TIER BUSINESS SCHOOL

Henley is one of the few elite triple-accredited business schools in the world and is recognised as a Top 10 UK Business School (Financial Times European Business School Ranking 2021). Henley is ranked #5 in the UK for Graduate Career Prospects in 'Business, Management and Marketing' by the Guardian University Guide 2021.

All of our undergraduate degrees from the University of Reading in the UK and in Malaysia are honours degrees.

CAREER PROSPECTS

Our Business and Management graduates typically enter a wide range of careers, including HR, consultancy, management, the public sector, sales and marketing, retailing and other service industries. Many also now operate their own business.

Typical roles include:

- Human Resources Manager
- Business Analyst
- Business Development Executive
- Management Consultant
- Marketing Executive
- Sales Consultant
- General Manager
- Retail Manager
- Entrepreneur

MODULES

Year 1

Modules include:

- Management Debates: ways of thinking about business
- Business in Practice: Markets, Marketing and Management
- Business in Practice: Accounting for managers
- Business in Practice: Data analytics
- Developing Professional Excellence

Year 2

Modules include:

- Building Competitive Advantage: Business Strategy and Operations
- Introductory Economics for Business and Finance
- Managing Work and People: Organisational Behaviour and Human Resources Management
- Marketing Essentials
- Practice of Entrepreneurship
- Social Responsibility in Action

Year 3

Modules include:

- Digital Marketing
- Social Enterprise
- International Marketing
- Developing Personal Leadership
- Strategy and International Business
- Plus 1 Optional Module

Please note that all modules are subject to change.