

# MANAGEMENT AND MARKETING

# KNOW MANAGEMENT & MARKETING IN THE WORLD OF BUSINESS

Management and marketing strategies are used widely, and involve creating communication and value for a product or service. Consumer trends move at a heightened pace, and therefore it is imperative that research and data analysis on pricing, methods of promotion, location, logistics and human resources are being conducted consistently.

In world where options are numerous and public opinion counts, management and marketing experts have to learn to develop strategies that are in line with the times, that take into account brand penetration, market development, product improvement as well as diversification of services.

Management and marketing involve many areas of study, with each part enhancing the understanding of how a product or service should be managed and marketed. These areas of study include advertising and brand management, statistics and customer behaviour, as well as areas such as international business and business communication.

Business courses such as management and marketing are some of the most popular worldwide, at both the undergraduate and graduate level. These courses range from broad and comprehensive to focussed specialisations. One reason for the popularity of these programmes are their extensive appeal in the corporate world and their adaptability in various areas of business.

Students pursuing management and marketing programmes should be primed for a truly enriching journey of the business world, learning skills and accumulating knowledge that will equip them to be significant contributors to businesses, companies and economies.



## RENOWNED RECOGNITION

Business programmes at Nilai University have professional recognition. Graduates of the university are entitled to several exemptions in gaining the professional certifications.

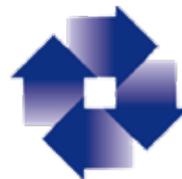


Graduates have the opportunity to obtain the Professional Diploma in Corporate Administration (PDCA) from the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). Graduates are granted exemptions from these PDCA subjects:

- Business Ethics
- Business Finance
- Business Strategies
- Business Law
- Business Accounting
- Business Organisation and Management



Graduates who complete the Human Resources Management for Practitioners Course will be awarded the Professional Certificate in Human Resources Management (PCHRM) by the Malaysian Institute of Human Resource Management.



*Business is Marketing*

Institute of Marketing Malaysia will grant exemptions for three course subjects – Marketing Research, Integrated Marketing Communications and Marketing Strategy for students who want to enrol for the Certified Professional Marketer (Asia) programme.

# POPULAR CAREERS

With a Business degree, students gain a broad spectrum of knowledge. Students who specialise in a particular Business field such as Finance, Marketing or Management then gain advanced knowledge of related courses and familiarise themselves with the standard business curriculum. The following are highlights of areas of study and careers in high demand.



- **Business**

The broad areas of business involve elements of accountancy, finance, marketing, organisational studies and economics, providing plenty of career opportunities to Business students.

- **Human Resource Management**

There is a continuous need for young blood to join in the management process of human resources, covering these tasks: recruitment, hiring, training, employee benefits, compensation, job enrichment, relocation, performance, termination and outplacement.

- **International Business**

There are plenty of career opportunities in foreign trade for commercial transactions between regions, countries and nations. Graduates can explore accounting, finance, marketing, transportation and logistics, and management information systems.

- **Management**

Careers in management involve coordinating the joint efforts of people to accomplish objectives while utilising resources. Business graduates interested in planning, directing and coordinating supportive services are encouraged to apply for a management job.

- **Marketing**

As a broad field in Business, graduates can choose to pursue a career in advertising, brand management, market research. They must possess the crucial skill of communicating the value of a product or service to prospective customers effectively.



# BUSINESS CAREERS

## Employed Locally / Abroad

### Sales & Marketing

Their typical duties revolve around setting targets and objectives for the team of sales representatives. They also develop and plan training programmes and a standard sales process to ensure the team adheres to it accordingly.

### Human Resources Executive

They enforce management guidelines by planning and implementing new policies and practises in an organisation. They also take charge of other HR elements such as employee compensation, training and development and recruitment.

### Advertising Executive

They are in charge of the supervision and promotion of client campaigns. They track the costs, communicate with clients and develop a strategy to deliver the best results for the clients.

### Entrepreneurs

Going into business and creating your own product or service is an exciting use of your marketing and management degree. Business owners create employment, and are considered innovators who develop, organise and operate a business for profit, while fulfilling the needs of their customers.

## Other Career Options

- Public Relations Specialist
- Educator
- Brand Specialist
- Digital Marketing Specialist
- Content Marketing Specialist
- Communications Executive



# ACADEMIC PROGRESSION



# ENTRY REQUIREMENTS

The School of Management and Marketing provides students with affordable programmes while maintaining its quality of education. Students can enrol in one of the courses offered to kickstart their journey in Management and Marketing with Nilai University. The entry requirements are below:

## Foundation in Business

JPT/BPP(R2/010/3/0197)04/24. (MQA/A4995)

SPM/SPMV/O-Level	5Cs
UEC	3Bs

## Diploma in Business Administration

JPT/BPP(R2/345/4/0454)04/24. (MQA/A4997)

SPM/O-Level	3Cs
UEC	3Bs
SKM/SKK (MQF Level 3) in a related field	Pass and pass SPM with 1C
Certificate (MQF Level 3) in a related field	CGPA 2.00
STPM or equivalent	Pass with 1C

## English Requirements (For International Students)\*

IELTS	5.0
TOEFL	410 (PBT)/34 (iBT)
Pearson	36
MUET	3

- \*International students with qualifications from educational systems where the English language is the primary medium of instruction are exempted from this requirement.
- International students who do not fulfil the English Language Requirements may join the Intensive English Programme at Nilai University, which builds their skills in the language and prepares them for the IELTS examination.

## Bachelor of Business Administration (Hons) and B.B.A (Hons) in Marketing/ International Business/Management/ Human Resource Management

JPT/BPP(R2/345/6/0290)08/23 (MQA/A9106) | JPT/BPP(R2/345/6/0293)08/23 (MQA/A9111) | JPT/BPP(R2/345/6/0295)08/23 (MQA/A9109)  
JPT/BPP(R2/345/6/0292)08/23 (MQA/A9110) | JPT/BPP(R2/345/6/0294)08/23 (MQA/A9108)

STPM/ equivalent	2Cs and pass Mathematics and English in SPM
UEC	5Bs including Mathematics and English
Foundation/Matriculation	CGPA 2.00
Diploma/Advanced Diploma	CGPA 2.00

## English Requirements (For International Students)\*

IELTS	5.5
TOEFL	450 (PBT)/46 (iBT)
Pearson	42
MUET	3

- \*International students with qualifications from educational systems where the English language is the primary medium of instruction are exempted from this requirement.
- International students who do not fulfil the English Language Requirements may join the Intensive English Programme at Nilai University, which builds their skills in the language and prepares them for the IELTS examination.

# GAIN QUALITY EDUCATION AT NILAI UNIVERSITY

All programmes offered at Nilai University observe the strict guidelines of the Malaysian Qualifications Agency (MQA) and Ministry of Higher Education (MOHE). The university, established in 1997 emphasises excellence and thus strives to provide quality education.

## Quality Education

Programmes are affordable for students from all walks of life. Lectures are conducted in small groups so that each student can have personalised attention.

## Exposure to Diverse Cultures

International students from different countries across the world choose to study at Nilai University. With a student community of diverse backgrounds, the interaction between international and local students encourages sharing, understanding, and acceptance of various cultures.

## Co-curricular Activities for Personal Development

Nilai University provides a 'Total Student Experience' with engaging clubs to encourage creativity, networking and active participation in various events. The experience gained can be included in students' portfolio to increase employment opportunities. There are initiatives such as the Mentor-Mentee programme to help new students feel at home and blend in.

## Master the English Language

As the university has a multicultural community, students and staff are encouraged to communicate in English with intensive English classes available for those who need it.

## SETARA Ranking

In the SETARA 2017 survey conducted by the Malaysian Ministry of Higher Education, Nilai University obtained a score of 89% under the Teaching and Learning criterion.

This excellent score demonstrates our commitment to providing students with quality teaching and learning experiences.

## Professional Recognition/Industry & Academic Partners



# NILAI UNIVERSITY

## Enrichment For Life



### Lush Campus

Nilai University has a charming campus with lush greenery surrounding the hostels and lecture halls for an open and relaxed learning environment. Away from the bustling city, you will enjoy a refreshed outlook studying here with your peers.



### Peaceful Environment

As a university town, Nilai University knows the importance of a peaceful atmosphere for students to be able to focus on their studies. The university has a spacious layout ideal for students to have an individual study session.



### Strategic Location

Nilai University is located in the township of Putra Nilai. Nilai town has all the necessary amenities such as banks, hospitals, malls, eateries and more. The university is easily accessible via the national highway. We are only a 35-minute drive away from the city centre of Kuala Lumpur and 20 minutes drive away from the Kuala Lumpur International Airports. (KLIA 1 & KLIA 2).

## Full Campus Facilities

We have facilities catering to recreation and hands-on training to ensure students are well-rounded individuals prepared to enter the professional workforce.

### Recreation

-  Football/Rugby Field
-  Golf Course\*
-  Swimming Pools\*
-  Gymnasium
-  Basketball Courts
-  Sports Focus Centre For Fencing
-  Indoor Badminton Court
-  Indoor Sports Centre
-  Lakeside Recreation Park & Jogging Track
-  Table Tennis
-  Tennis Courts
-  Volleyball Courts

### Amenities

-  International Student Visa Application
-  Accommodation
-  Canteen
-  Shuttle Bus Service
-  WiFi-enabled campus
-  Laundrette
-  Minimart
-  Muslim Prayer Rooms
-  ATM
-  Bookshop
-  International Student Airport Pick-Up

### Learning

-  Aircraft Hangar
-  Demonstration Kitchen
-  Formal Dining Restaurant
-  Hospitality Training Facilities
-  Laboratories
  - Avionics
  - Fluid Mechanics
  - Materials and Mechanics
  - CAD and Simulation
  - Electrical and Electronics
  - Biology
  - Chemistry
  - Analytical
  - Biotechnology
  - Physics
-  Engineering and Aircraft Maintenance Engineering Workshop
-  Nursing Skill & Simulation Laboratories
-  Learning Resource Centre

\*At the nearby Nilai Springs Golf and Country Club.

# WHAT OUR STUDENTS SAY

“I am very proud to be hired by one of the top corporations in the world. It would not have been possible without the help from my Nilai University lecturers who shared their own experiences of the corporate sector with students. Their guidance and advice certainly helped me prepare for life in the corporate world.”

Yee Yin Sinn,  
BBA (Hons) in Management

“The campus is peaceful and ideal for my studies. I like the lifestyle here too. There is none of the hustle and bustle of a big city. Anyone with a tight budget should check out Nilai University. The programmes are approved by the Ministry of Higher Education and are competitively priced.”

Lim Kit Sheng,  
Foundation in Business

“I wanted to be fluent in English. The fact that the syllabus at Nilai University is conducted entirely in English was an important factor. Having classmates from all over the world also means that I have to converse in English which helps me improve my linguistic skills.”

Andrew Suryawijaya,  
B.B.A (Hons) in International Business

# SCHOLARSHIPS

Nilai University offers scholarships for students from various backgrounds, with the goal of helping students grow to be well-rounded and ambitious individuals and allowing them to reach their goals through quality education. We achieve this by combining academic excellence with a growth mindset for life-long learning.

## Malaysian Students

### High Achiever's Scholarship (HAS)

Academic Achievement		Tuition Fees Waiver
SPM	≥ 9A's	<h1>100%</h1>
STPM	AAA/ CGPA 3.75	
UEC	≥ 6A's (≤ 12 points)	
IGCSE/ O-Level	≥ 9A's	
A-Level	AAA	
SAM/ HSC/ AUSMAT	≥ TER/ UAI 90	
ICPU (6 best subjects)	≥ 90	
IB	≥ 40 (of 45) points	

- This scholarship is applicable for Foundation and Degree programmes only.
- It also requires maintenance of CGPA ≥ 3.50 AND attendance of ≥ 75% (Other programmes) or ≥ 90% (Nursing programmes) every semester to be eligible for the next semester.

### Merit Scholarship

Qualification	30% Tuition Fees Waiver	20% Tuition Fees Waiver
SPM OR O-Level	7As - 8As	4As - 6As
STPM OR Marticulation	CGPA 3.50 - 3.74	CGPA 3.00 - 3.49
A-Level	AAB	ABB
UEC	5As	4As
SAM/ AUSMAT/ ICPU	85-89	80-84

- Require maintenance of CGPA 2.75 (20% scholarship) and 3.00 (30% scholarship) with an attendance of 75% (Other programmes) or 90% (Nursing programmes) every semester to be eligible for the next semester.

## Enrichment For Life (EFL) Award

Programme	Tuition Fees Waiver
Foundation	<b>5%</b>
Diploma	
Degree	

- Applicable for clubs/ societies/ uniform bodies and the positions below only:
  - Head Prefect
  - Head Librarian
  - President/ Vice-President of Clubs/ Associations/ Societies
  - Represented School/ College to District Level in Sports/ Other Activities
- Only positions held in the last two academic years can be used for consideration for this award
- This scholarship requires maintenance of CGPA  $\geq 2.75$  AND attendance of  $\geq 75\%$  (Other programmes) or  $\geq 90\%$  (Nursing programmes) every semester to be eligible for the next semester.

## Sport Focus Centre - Fencing Award

Achievement	Waiver
Participated in fencing competitions at state/ national level	100% waiver for both tuition fees and accommodation (basic twin-sharing)

- This award requires maintenance of CGPA  $\geq 2.75$  AND attendance of  $\geq 75\%$  (Other programmes) or  $\geq 90\%$  (Nursing programmes) every semester to be eligible for the next semester.

## Extra-Curriculum & Sports Excellence Award (ECSEA)

Achievement	Tuition Fees Waiver
National Level	100%
State Level	50%

- This extra-curricular award is for National and State Representative/ Players with regular and consistent achievements over the period of last 2 consecutive years.
- Applicable for Foundation & Degree programmes only.
- This scholarship requires maintenance of CGPA  $\geq 2.75$  AND attendance of  $\geq 75\%$  (Other programmes) or  $\geq 90\%$  (Nursing programmes) every semester to be eligible for the next semester.

# SCHOLARSHIPS

## Education For All (EFA)

Programme	Tuition Fees Waiver
Diploma	20%
Degree	11%

- Only applicable for students with family income  $\leq$  RM4,000 (B40 group).
- Conditions for the award:-
  - Require maintenance of CGPA  $\geq$  2.75 AND attendance of  $\geq$  75% (Other programmes) or  $\geq$  90% (Nursing programmes) every semester to be eligible for the next semester.
  - Accommodation waiver for twin-sharing Hall-Of-Residence. (For Nursing programmes only)

## Progression Scholarships

Academic Achievement	Tuition Fees Waiver
CGPA $\geq$ 3.75	30%
CGPA $\geq$ 3.50	20%

- The scholarships requires maintenance of CGPA  $\geq$  3.00 AND attendance of  $\geq$  75% (Other programmes) or  $\geq$  90% (Nursing programmes) every semester to be eligible for the next semester.
- This scholarship is applicable for Nilai University students who are progressing from:
  - Foundation to Degree programmes
  - Diploma to Advanced Diploma/ Degree programmes
  - Degree to Postgraduate programmes

## International Students

### High Achiever's Scholarship (HAS)

Academic Achievement		Tuition Fees Waiver
National Examinations	Average $\geq$ 95 or 9.5	<b>50%</b>
	GPA $\geq$ 3.7 (of 4.0) or 4.7 (of 5.0) or Mean Grade "A"	
GSCE/ O-Level	$\geq$ 8A's	
A-Level	AAA	
SAM/ HSC/ AUSMAT	$\geq$ TER/ UAI 90	
ICPU (6 best subjects)	$\geq$ 90	
IB	$\geq$ 40 (of 45) points	

- Applicants are required to attend an interview conducted by the Scholarship Committee, and only those who are selected will be awarded the scholarship.
- Students are required to maintain CGPA of  $\geq$  3.50 in every semester.

## Merit Scholarship

Performance		Tuition Fees Waiver		
		Diploma	Foundation	Degree
O-Level	≥6As	30%	30%	-
A-Level	AAB	30%	-	30%
	ABB	20%	-	20%
National Examinations	Average ≥ 85 or 8.5	30%		
	GPA ≥ 3.5 (of 4.0) or 4.5 (of 5.0)			

- Applicable only to the FIRST registered programme.
- Students are required to maintain CGPA of ≥ 3.00 (30% scholarship) in every semester.

## Sport Focus Centre - Fencing Award

Achievement	Tuition Fees Waiver
Participated at fencing competitions at state/ national level	100% waiver for both tuition fees and accommodation (basic twin-sharing)

Require maintenance of CGPA ≥ 2.75 every semester to be eligible for the next semester.

## Progression Scholarships

Academic Achievement	Tuition Fees Waiver
CGPA ≥ 3.75	30%
CGPA ≥ 3.50	20%

- Students are required to maintain CGPA of ≥ 3.00 in every semester
- Open to Nilai University's scholars who are progressing from:
  - Foundation to Degree programmes
  - Diploma to Advanced Diploma/ Degree programmes
  - Degree to Postgraduate programmes

Other requirements for all scholarships offered:

- Applies only to the tuition fees of programmes enrolled.
- Students are required to maintain attendance of ≥ 80% (Other programmes) or ≥ 90% (Nursing programmes) every semester to be eligible for the next semester.

## HOW TO APPLY?

- Choose your programme
- Fill in the online application form ONLY if you want to apply for admission into a programme offered at Nilai University. Confirm your accommodation type in the application (if needed).
- Once we receive your online application form, our educational counsellor will contact you to assess your eligibility and subsequently, arrange for payment of the first semester's fees and confirm your accommodation booking (if necessary).
- You may pay for Application Fee, Accommodation Fee and the first semester's fees via our fee payment channels as listed.

### Payment method:

Payment at the counter, Ground Floor, Resource Centre, Nilai University Campus

### Operating hours:

Monday to Friday from 9:00 am to 4:00 pm

### Mode of payment:

- Cash
- Credit Card: Visa, Mastercard and Union Pay only
- Debit Card: MyDebit, Visa/ Mastercard Debit Cards
- Cheque-Payable to "NILAI EDUCATION SDN BHD"
- Online Banking

### Payee Name:

Nilai Education Sdn Bhd

### Bank Details:

Account No: 2050-5110-000-979 | RHB Bank Berhad



## THE OFFER LETTER

Once the Administration Office receives the receipt of your application fee and visa processing fee (international students), you will receive an offer letter via email and post. The Administration Office will post the original copy to the address stated in the application form.

You should expect to receive the following:

**Letter of Offer:**

Admission/registration information, intake date and details for the programme that you have applied for will all be stated in the letter.

**Receipt:**

A receipt of your initial payments will be included. Please contact us immediately if you do not receive a copy of the receipt.

Register personally and check into the rooms on the date stated in your Letter of Offer.

If you are unable to register personally, please call the Office of Admissions and Records (OAR) at **+606 8502338** to indicate the date you will arrive to register and check into your accommodation.

Airport pick-up (for East Malaysia & international students arriving by flight) can be arranged for new students. Call **+606 8502308** to speak to our educational counsellors to arrange for the transportation.

### Confirmation of acceptance

Once you have registered, it's time to start your classes and enjoy university life! If you require information on a programme, financing options or need to clear any doubts, please use the online enquiry form OR call to speak to an education counsellor at **+606 8502308**.



**GREEN CAMPUS AT NILAI UNIVERSITY**



[www.nilai.edu.my](http://www.nilai.edu.my)

We are open daily  
(9:00 am - 5:00 pm)  
Closed on Public Holidays

Nilai University DU032(N) No 1, Persiaran Universiti, Putra Nilai,  
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Nilai Education Sdn Bhd  
Registration No: 199401021536 (307215-P)

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**Watch the video**  
Marketing & Management