



BACHELOR OF MANAGEMENT IN E-COMMERCE (HONOURS)

[N/345/6/1148] 07/26 [MQA/PA14714]

DURATION

3 years

INTAKE

February/ April/ September

MEDIUM OF INSTRUCTION

English

ABOUT THE PROGRAMME

The E-Commerce programme at Xiamen University China (XMU) has been offered since the year 2000. The programme was one of the National First-Class undergraduate programmes approved by Ministry of Education of China. It is ranked No. 6 among China's institutions, and given a rating of A+ level in the global discipline assessment by ARWU (Academic Ranking of World Universities) 2021.

The school here is supported by a high calibre of faculty team from the School of Management and School of Economics, XMU. 94% of the faculty members hold a Ph.D. degree and 80% have previous academic experience in globally renowned universities.

The School of Management, XMU, was granted accreditation by AMBA (2011), EQUIS (2013) and AACSB (2020), joining a prestigious group of 1% business schools worldwide which hold the "Triple Crown" accolade. Besides, according to the Tilburg University Worldwide Economics Schools Research Ranking 2015, the School of Economics, XMU, was ranked among the top 4 in China and 16th in Asia based on the number of articles published in prestigious international publications from 2011 to 2015.

The E-Commerce programme at School of Economics and Management (SEM), Malaysia campus, draws on and benefits from the excellent educational resources of both the School of Management and the School of Economics, XMU. We aim to provide students with relevant knowledge, competencies, and skills in management with a specialisation in electronic commerce which will prepare them to be professional, competent, and analytical graduates for the age of the Fourth Industrial Revolution.

With a robust business foundation incorporating technical skills, students in this programme will be trained to become successful leaders in e-commerce.

PROGRAMME HIGHLIGHTS

- A programme taught by renowned professors and designed in consultation with industry professionals from China and Southeast Asia, featuring XMU's management and e-commerce curriculum.
- Wide exposure to the latest innovation related to e-commerce, science and technology in China and Southeast Asia.
- Opportunities for students to gain industry insights and exposure from China and Southeast Asia's companies through our partnership and industry collaboration with them.
- Comprehensive learning with integration of theory and practice.



CAREER OPPORTUNITIES

Graduates of this programme will be well equipped to join public and private sector organisations. Careers to pursue include:

- Digital Business Entrepreneur
- Digital Sales Manager
- Data Manager
- Market Data Analyst
- E-Business Project Developer
- Search Engine Optimization (SEO) Strategist
- Digital Operations Manager, etc.



ENTRY REQUIREMENTS

STPM	A pass in STPM with at least a Grade C (GP 2.0) in any 2 subjects
A-LEVEL	A pass in A-Level with at least a Grade D in any 2 subjects
UEC	A pass in UEC with at least a Grade B in 5 subjects
Foundation/Matriculation	A pass in Foundation/Matriculation with at least CGPA 2.0 out of 4.0
Diploma	A pass in Diploma with at least CGPA 2.0 out of 4.0
AND	Mathematics and English Language - a pass in SPM or a Grade C7 in UEC or the equivalent

*For other equivalent qualifications, please consult our programme counsellor

MAIN COURSES

YEAR 1

- Principles of Economics
- Quantitative Methods and Data Analysis I
- Quantitative Methods and Data Analysis II
- Principles of Accounting
- Principles of Management
- Principles of Marketing

YEAR 2

- Statistics for Business
- Organisational Behaviour
- Electronic Commerce
- Principles of Information Systems
- Business Communication
- Fundamental of Programming
- Fundamentals of Entrepreneurship
- International Human Resource Management
- Strategic Management
- Database Technology and Applications
- International Business Law

YEAR 3

- Research Methodology
- Business Analytics and Data Mining
- International Business
- Business Ethics
- Global Logistics and Supply Chain Management
- Thesis
- Industrial Training

Major Elective (Choose 2)

- Python
- Digital Marketing
- Financial Technology
- Operations Management
- Project Management
- E-Commerce System Development

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The information in this brochure is correct at the time of publication. Xiamen University Malaysia (XMUM) reserves the right to change the information in line with updates from time to time. Please check the website (www.xmu.edu.my) for latest information.

July 2024