

Accounting, Business and Managerial Science

Undergraduate Studies

Kampar Campus

Accounting (3 years)

Finance

Financial Economics
Analytics

Banking and Finance

Business Administration

Entrepreneurship

Healthcare Management

Logistics and Supply Chain
Management

Logistics and International
Shipping

Marketing

Public Administration

Retail Management

Risk Management

Tourism Destination Marketing

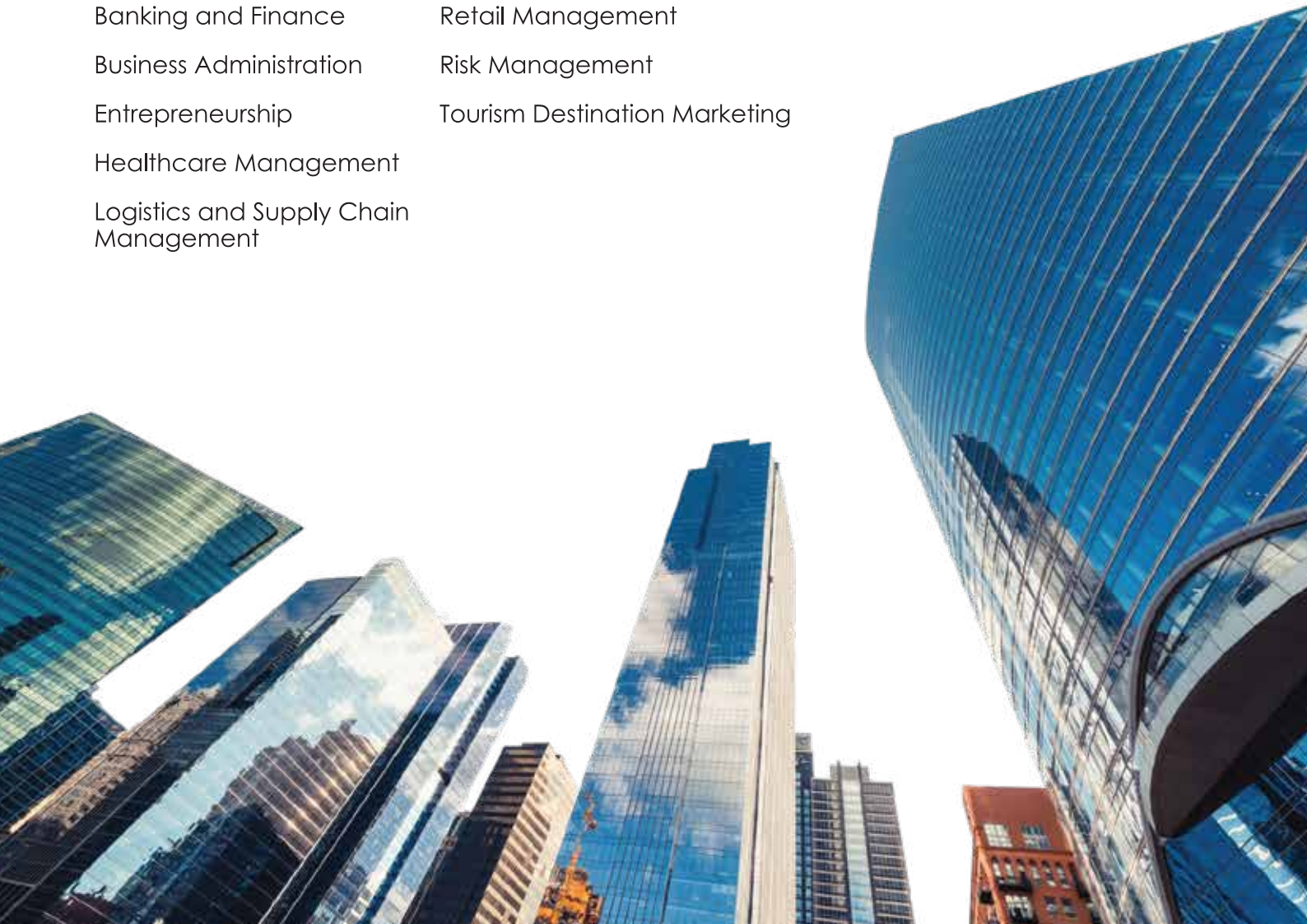
Sungai Long Campus

Accounting (3.5 years)

Financial Technology

Global Economics

International Business



Bachelor of Commerce (Honours)

Accounting

(R3/344/6/0072)(03/27)(A7943)

Accounting involves the systematic recording, analysis and reporting of financial information in accordance with established standards. The Bachelor of Commerce (Honours) Accounting develops competent and industry-ready accountants equipped with strong technical expertise. Through collaboration with the Alibaba Group, students can undertake the Alibaba Global Digital Talent (GDT) Programme in Digital Transformation and Digital Entrepreneurship, earning certification upon completion. The curriculum integrates digital-focused subjects such as Financial Technology and Machine Learning applications to ensure graduates are prepared for the evolving, technology-driven financial landscape. Graduates of the Bachelor of Accounting (Honours) programme are eligible for certain exemptions from the professional examinations listed above.

Career Prospects: Accountant (Costing & Financial), Pricing Manager, Financial Controller, Audit Manager, Investment Analyst, Corporate Planning Executive, Tax Consultant



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 54,300 (Local)

RM 76,500* (International)

Professional Recognition:

ACCA, CIMA, CPA
Australia, CTIM, ICAEW,
MACS, MICPA

Bachelor of

Finance (Honours)

(R4/0412/6/0064)(07/31)(A7216)

The Bachelor of Finance (Honours) equips students with strong analytical and strategic competencies in finance, economics and accounting. As part of the CFA Institute University Affiliation Program, the curriculum incorporates key elements of the CFA Candidate Body of Knowledge (CBOK), providing a structured pathway toward the CFA qualification, alongside access to industry engagements and scholarship opportunities. The programme is recognised by professional bodies such as Financial Planning Association of Malaysia, Malaysian Financial Planning Council, Association of Chartered Certified Accountants, Chartered Institute of Management Accountants and Malaysian Association of Company Secretaries, offering relevant exemptions. Access to industry-standard tools such as LSEG further enhances students' market analysis and decision-making capabilities, preparing graduates for professional certification and leadership roles in finance.

Career Prospects: Certified Financial Planner (CFP), Registered Financial Planner (RFP), Auditor, Accountant, Treasury and Risk Manager, Company Secretary



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 52,450 (Local)

RM 74,200* (International)

Professional Recognition:

FPAM, MFPC, ACCA,
CIMA, MACS, CFA

Bachelor in

Financial Economics Analytics (Honours)

(R3/0311/6/0008)(04/29)(A10245)

The Bachelor in Financial Economics Analytics (Honours) develops specialists in economic and financial analysis, with emphasis on decision-making under time, uncertainty and information asymmetry. The curriculum integrates microeconomics, macroeconomics, quantitative methods, finance and applied research to equip students with strong theoretical grounding and empirical analytical capabilities. Graduates are eligible for selected professional exemptions from Malaysian Association of Company Secretaries. In addition, through UTAR's collaboration with Chartered Institute of Management Accountants, students may pursue the CIMA Professional Qualification by completing three Case Study examinations concurrently with their degree, enhancing their professional positioning in the financial and corporate sectors.

Career Prospects: Financial Economist, Financial Controller, Consumer Loan Officer, Investment Strategies Researcher, Derivatives Expert, Economy Analyst



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 52,300 (Local)

RM 74,050* (International)

Professional Recognition:

CIMA, MACS, CFA

Bachelor of**Accounting** (Honours) (R3/0411/6/0100)(04/33)(A9649)

Accounting is the systematic recording, categorising, analysing, reporting and preparation of financial statements by following a set of rules and regulations that govern financial reporting. Accountants analyse the performance and financial health of a business. They provide businesses with meaningful information to make sound decisions and allow businesses to strategise and achieve its business objectives. This 3.5 years accounting programme leads to a prestigious accounting degree recognised by the Malaysia Institute of Accountants (MIA). After graduation, graduates can apply to become a Chartered Accountant with MIA if they have three years of relevant work experience. Graduates of the Bachelor of Accounting (Honours) programme are eligible for certain exemptions from the professional examinations listed above.

Career Prospects: Auditor, Accountant, Financial Planner/Advisor, Corporate Planning Manager, Investment Advisor, Pricing Manager, Chief Financial Officer (CFO)



Scan for
Programme Details

Duration of study: 3.5 years

Campus: Sungai Long

Total Fees:

RM 56,350 (Local)

RM 78,450* (International)

Professional Recognition:

ACCA, CIMA, CTIM, CPA
Australia, ICAEW, MIA, MICPA

Bachelor of Finance**(Financial Technology)** with Honours

(N/0412/6/0053)(11/26)(MQA/SWA15116)

The Bachelor of Finance (Financial Technology) with Honours integrates core finance principles with emerging financial technologies to develop future-ready professionals for the digital economy. The curriculum equips students with competencies in business analytics, statistical modelling and data-driven research, alongside exposure to transformative technologies such as IoT, AI, blockchain and cloud computing. Designed to address Industry 4.0 demands, the programme strengthens capabilities in risk assessment, strategic decision-making and financial innovation. Graduates are positioned to meet the growing demand for fintech-enabled finance specialists, supporting organisational growth and Malaysia's advancement toward a high-income, technology-driven economy.

Career Prospects: Financial Analyst, Business Data Analyst, Technology Risk Manager, Cybersecurity Analyst, Compliance Analyst, Investment Analyst, Credit Analyst, Budget Analyst, Forensic Analyst, Stock Analyst



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 55,200 (Local)

RM 77,650* (International)

Bachelor of Economics (Honours)**Global Economics** (R3/0311/6/0009)(04/29)(A9682)

The Bachelor of Economics (Honours) Global Economics programme examines economic behaviour, trade dynamics and investment flows within an interconnected global environment. The curriculum develops strong analytical and strategic competencies to evaluate international trade trends, cross-border investments and global economic developments. Graduates are equipped to assess complex global market interactions and provide informed insights for organisations, particularly multinational corporations engaged in international trade and investment activities.

Career Prospects: Economist, Economic Researcher, Financial Planner, Finance Consultant, Corporate Finance Analyst, Research and Analyst in Security, Economic Advisor, Insurance and Fund Manager



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 52,950 (Local)

RM 74,850* (International)

Professional Recognition:

MACS

Bachelor of

Business Administration (Honours)

(R3/345/6/0972)(03/29)(A7942)

Bachelor of Business Administration (Honours) is the process of supervising and overseeing an organisation's operations. Every organisation, from government agencies to corporations, small firms, partnerships, and private limited liability companies, requires qualified professionals to accomplish its objectives. Business administration students at UTAR will learn about business principles such as operations management, human resource management, strategic management, accounting, finance, economics, and marketing. We also ensure that students have the transferable skills required by industry, enhancing student employability. This general business administration qualification can open up numerous doors in the business world and prepare students for employment in a variety of organisations.

Career Prospects: Business Development Executive, Sales and Marketing Consultant, Customer Service Personnel, Bank Officer/Manager, Corporate Administrative Executive, Quality Executive/Manager, Operations Executive/Manager

Scan for
Programme Details**Duration of study:** 3 years**Campus:** Kampar**Total Fees:**

RM 52,350 (Local)

RM 74,150* (International)

Professional Recognition:

CIMA, MACS

Bachelor of Business Administration (Honours)

Entrepreneurship

(R3/0414/6/0156)(05/29)(A10331)

The Bachelor Business Administration (Honours) Entrepreneurship is designed to cultivate entrepreneurial mindset, strategic thinking and venture-building capabilities. The curriculum integrates core business fundamentals with applied entrepreneurial processes, including business plan development, negotiation strategies and policy frameworks supporting new venture creation. Students benefit from experiential learning initiatives such as the UTAR Young Entrepreneurship Start-up Scheme (UTARYES), which provides seed funding for product development and market validation, as well as programmes offered through UTAR's Unovate Centre. These structured platforms strengthen practical competencies and enhance readiness to launch and scale sustainable business ventures.

Career Prospects: Sales and Marketing Executive, Business Project Consultant, Corporate Enterprising Executive/Manager, Business Development Executive/Manager, Company Owner

Scan for
Programme Details**Duration of study:** 3 years**Campus:** Kampar**Total Fees:**

RM 53,650 (Local)

RM 75,750* (International)

Professional Recognition:

CIMA, MACS

Bachelor of

International Business (Honours)

(R3/0414/6/0183)(04/29)(A9683)

Bachelor of International Business (Honours) is essential for both small and large businesses looking to expand their operations to another country in search of trade and investment opportunities. They work in an international setting with a variety of cultures, languages, rules and regulations, governments, politics and requirements, among other things. The international business programme at UTAR prepares students for careers working abroad or in organisations that conduct businesses on a global scale by providing them with an understanding of the various business management practices found around the world. Students will learn how to develop strategies, manage the resources and activities required for cross-border operations, and deal with the complexity of today's business world.

Career Prospects: Business Consultant/Advisor, International Human Resource and Recruitment Manager, International Marketing Manager, Community Affairs Manager, International Business Administration Manager, Strategic Development and Business Director/Manager, Chief Executive Officer

Scan for
Programme Details**Duration of study:** 3 years**Campus:** Sungai Long**Total Fees:**

RM 54,150 (Local)

RM 76,350* (International)

Bachelor of Business Administration (Honours)

Banking and Finance

(R3/0414/6/0157)(05/29)(A10330)

The Bachelor of Business Administration (Honours) Banking and Finance programme provides comprehensive knowledge in financial management, banking operations and investment practices, integrating finance, accounting and management principles with a focus on modern banking systems. Students gain practical exposure to industry tools such as SAS for business analytics, data management and predictive modelling. As part of the CFA Institute University Affiliation Program, the curriculum incorporates key elements of the CFA Candidate Body of Knowledge (CBOK), positioning graduates to pursue the CFA qualification and advance in the financial services sector.

Career Prospects: Financial Sector Corporate Governance and Market Surveillance Manager, Bank Credit Analyst, Personnel Financial Planner, Hedge Fund Manager, Portfolio Investment Manager, Business and Financial Analyst, Financial Analyst, Investment Banking Analyst, Investment Performance Measurement Analyst



Scan for Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
 RM 53,650 (Local)
 RM 75,750* (International)
Professional Recognition:
 ACCA, AICB, CIMA, FPAM, MACS, MFPC, CFA

Bachelor of Business Administration (Honours)

(Risk Management)

(R/0414/6/0332)(09/30)(MQA/SWA13951)

A risk is an uncertainty or a potential threat to an organisation. It has the potential to materially affect the value and survival of a business. As a result, businesses must understand, evaluate, and manage risks in order to achieve their primary objectives while keeping all risks under reasonable control. The Bachelor of Business Administration (Honours) (Risk Management) aims to provide students with a broad understanding of risk management for financial and non-financial corporations. The programme's core curriculum includes analytical knowledge, operation management, legal framework and strategic planning. More importantly, the programme strikes a balance between the need to provide students with solid theoretical knowledge while also including some case studies that parallel to the current ever-changing business environment, as well as an emphasis on hands-on practical and risk analytical techniques.

Career Prospects: Risk Analyst, Risk Control Consultant, Risk Management Executive/Manager/Specialist, Business Risk Manager, Compliance Analyst, Credit Risk Management Executive, Equity Analyst



Scan for Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
 RM 53,850 (Local)
 RM 75,900* (International)
Professional Recognition:
 AICB, CIMA, MACS, MFPC

Bachelor of Business Administration (Honours)

Retail Management

(R/345/6/1036)(03/27)(MQA/SWA8828)

The retail industry in Malaysia is expected to expand as the country grows. The management of a shopping mall, from its identity to tenant mix and then to the management of overall shopping mall and tenant relationship management, requires specialised skills and knowledge. To thrive and remain competitive in the retail industry, a brand must pay special attention to display and merchandising decisions in addition to traditional marketing and promotional efforts. The retail management programme focuses on inculcating a strong foundation and innovative application of knowledge, as well as analytical and creative skills in the overall management of retailing. Students will be trained in fundamental areas before progressing to specialised retailing areas. These areas include merchandising, logistics and supply chain management, and customer relationship management.

Career Prospects: Merchandising Manager, Marketing Manager, Senior Buyer, Store Manager, Shopping Mall Manager



Scan for Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
 RM 53,050 (Local)
 RM 74,950* (International)
Professional Recognition:
 CIMA, MACS

Bachelor of Business Administration (Honours) with

Healthcare Management

(R/0414/6/0355)(04/31)(MQA/SWA14404)

Bachelor of Business Administration (Honours) with Healthcare Management is the administration and organisation of all aspects of healthcare systems, hospitals and hospital networks. Healthcare manager oversees all the elements of an organisation, including finance, budgeting, human resources, facility management, healthcare service quality, information management and technology. They are professionals who are not directly involved in patient care, but rather work in the business of healthcare by assisting the facility or organisation in running smooth. The healthcare management qualification at UTAR offers students vital healthcare and business knowledge and skills for advancing their careers in the healthcare industry. Students will also be exposed to medical and health terminology in order to communicate effectively with healthcare workers, doctors, nurses and patients. Medical tourism courses are part of the programme content due to the popularity of medical tourism in Malaysia and around the world.

Career Prospects: Emergency Medical Services Administrator, Group Practice Executive, Healthcare Department Manager, Healthcare Finance Manager, Health Informatics Professional, Home Healthcare Administrator, Hospital Executive, Managed Care Organisation Administrator, Nursing Administrator, Quality and Improvement Manager, Pharmaceutical Administrator, Public Health Planner, Human Resource Manager, Accounts Manager



Scan for Programme Details

Duration of study: 3 years**Campus:** Kampar**Total Fees:**

RM 55,750 (Local)

RM 78,200* (International)

Professional Recognition:

CIMA, MACS

Bachelor of

Marketing (Honours)

(R3/0415/6/0034)(05/29)(A10332)

The Bachelor of Marketing (Honours) programme equips students with comprehensive knowledge and practical skills across the full spectrum of marketing activities, including market research, product development, branding, pricing, promotion, and digital marketing. Industry-focused and technology-driven, the curriculum provides hands-on experience with global platforms such as Alibaba Global Digital Talent (GDT) programme and Google Ignite, preparing graduates to meet evolving business demands and excel in both traditional and digital marketing roles.

Career Prospects: Sales and Marketing Consultant, International Marketing Executive/Manager, Event Management Executive/Manager, Business Development Executive/Manager, Brand Executive/Manager, Product Executive/Manager, Advertising Executive/Manager



Scan for Programme Details

Duration of study: 3 years**Campus:** Kampar**Total Fees:**

RM 52,200 (Local)

RM 73,950* (International)

Professional Recognition:

CIMA, MACS

Bachelor of Business Administration (Honours)

Tourism Destination Marketing

(R/0414/6/0353)(09/31)(MQA/SWA14797)

Tourism is – and will continue be – one of the most important industries in the service sector. Malaysia, with its abundance of natural beauty and cultural diversity, offers year-round tourism attractions. Tourist spending can lead to an increase in income and employment for the local community. Tourism also allows locals to keep up with their traditional cultural practices. The Bachelor of Business Administration (Honours) Tourism Destination Marketing focuses on the marketing aspects of managing and promoting tourism destination, while prepare graduates to be effective managers or entrepreneurs capable of leading and managing their own businesses. The programme covers a wide range of business disciplines within an economy, such as accommodation, shopping, logistics, recreation, and food sector and incorporates elements of digital technology and Alibaba Global Digital Talent (GDT).

Career Prospects: Tourism Marketing Manager, Event Manager, Hotel/Resort Manager, Tour Manager, Travel Agency Manager, Tourist Information Centre Manager



Scan for Programme Details

Duration of study: 3 years**Campus:** Kampar**Total Fees:**

RM 53,700 (Local)

RM 75,800* (International)

Professional Recognition:

CIMA, MACS

Bachelor of Science (Honours) in

Logistics and International Shipping

(R3/1041/6/0007)(04/30)(A10759)

This programme aims to produce professionals who are well equipped to analyse and solve problems in the operations of logistics and shipping. Nowadays, logistics and shipping have moved to a higher agenda in an organisation in every industry and sector. Senior management has begun to see the transportation function as an important competitive tool because logistics costs represent such a significant proportion of total cost that it is possible to make major cost reduction through fundamentally re-engineering logistics processes. Proper logistical procedures can lead a company to reduce cost and achieve efficiency by receiving greater responsiveness and reliability from suppliers, reduced lead time, just-in-time delivery and value-added services as a way of gaining market share and increase profitability. Students are required to undergo a period of industrial placement in manufacturing/service industries. This experience will prepare students to perform their final year project and enhance their future employability.

Career Prospects: Supply Chain Analyst, Logistics Executive, Marine Surveyor, Marine Insurance Agent, Operation Executive, Warehouse Executive, Transport Analyst, Warehouse Planner, Logistician, Transport Planner, Freight Forwarder, Ship Agent, Expeditor, Procurement Executive



Scan for
Programme Details

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 54,200 (Local)

RM 76,400* (International)

Professional Recognition:

CILT, LogM

Bachelor of Business Administration (Honours) in

Logistics and Supply Chain Management

(R/0414/6/0366)(11/30)(MQA/SWA14088)

Delivering products and services to customers on time, in good condition, and at a reasonable price is critical in today's businesses. The success of a business is inextricably linked to the performance of supply chain processes; thus, it is critical to effectively manage the entire logistics and supply chain components of the company or industry. The Bachelor of Business Administration (Honours) in Logistics and Supply Chain Management focuses on the study of the logistics function throughout the supply chain, from procurement, scheduling, inventory, logistics, and technology to risk management, especially in this new digital world. Graduates of this programme will be equipped with necessary business knowledge and skills to manage the growing complexity of businesses and make sound decisions.

Career Prospects: Inventory Analyst, Logistics Analyst, Manufacturing Director, Materials Manager, Operations Manager, Scheduling Expert, Supply Chain Manager, Warehouse Manager.



Scan for
Programme Details

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 54,800 (Local)

RM 77,150* (International)

Professional Recognition:

CIMA, MACS

Bachelor of

Public Administration (Honours)

(R/0414/6/0357)(03/31)(MQA/SWA14403)

The Bachelor of Public Administration (Honours) prepares graduates to drive social and economic development through effective governance and policy implementation. The curriculum develops competencies in public sector management, policy analysis, governance frameworks and international relations, equipping students to address complex, real-world challenges across diverse institutional settings. Graduates are well-positioned for roles in the public and private sectors, including non-profit organisations, where they contribute to policy development, resource management and community advancement at regional and global levels.

Career Prospects: Business Administrator, Community Management Professional, Executive Assistant, Event Coordinator, Foreign Correspondent, Foreign Service Officer, Government Relations Manager, Human Resource Specialist, Labour Relations Specialist, Management Consultant, Public Policy Analyst



Scan for
Programme Details

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 51,700 (Local)

RM 73,350* (International)

Professional Recognition:

CIMA, MACS



Scan here for more programme details!

For more information, please contact

Division of Programme Promotion
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All information is correct at the time of printing and is subject to change without prior notice. June 2026.



Education & Learning