

THE PROGRAMME STRENGTHS

- ▶ UUM is the first public university to offer a double-major programme by combining two fields of knowledge – English applied linguistics and business administration, in line with developments and changes in the fields of business and communication at the regional and international levels.
- ▶ Emphasis is on the mastery of English as it is the current and future language of international business (Harvard Business Review, 2012; Forbes, 2012).
- ▶ Students who graduate with a dual major are more competitive compared to those who only have one major (Pitt & Tepper, 2012).
- ▶ The field of Business Administration (Second Major) was recognized by the AACSB (The Association to Advance Collegiate Schools of Business) in 2016.



APPLIED LINGUISTICS CORE COURSES (FIRST MAJOR)

- Fundamentals of Applied Linguistics
- Introduction to Phonetics and Phonology
- Introduction to Morphology and Syntax
- Introduction to Sociolinguistics
- Introduction to Psycholinguistics
- Semantics and Pragmatics
- English Grammar and Use
- Forensic Linguistics
- Language and Leadership
- Introduction to Second Language Acquisition
- Research Methods in Applied Linguistics
- Language and Technology in Business Communication
- Seminar in Applied Linguistics
- Language Planning and Policy
- Business Discourse Analysis
- Designing and Managing Language Programme

BUSINESS ADMINISTRATION CORE COURSES (SECOND MAJOR)

- Principles of Management
- Business Accounting
- Computer Applications in Management
- Principles of Economics
- Principles of Marketing
- Elementary Statistics
- Financial Management
- Organisational Behaviour
- Management Ethics
- Human Resource Management
- International Business
- Management Information System
- Entrepreneurship
- Business Law
- Electronic Commerce
- Strategic Management
- Quality Management
- Creativity and Innovation



BACHELOR OF APPLIED LINGUISTICS AND BUSINESS ADMINISTRATION WITH HONOURS

UPU CODE : UU6224001

**FIRST SESSION INTAKE
SEPTEMBER 2021**

PROGRAMME STRUCTURE

The Bachelor of Applied Linguistics and Business Administration (with Honours) will be awarded to students who meet at least 150 credit hours of the following components:

UNIVERSITY CORE	25 CREDIT HOURS
PROGRAMME CORE	14 CREDIT HOURS
FIRST MAJOR	54 CREDIT HOURS
SECOND MAJOR	54 CREDIT HOURS
FREE ELECTIVES	3 CREDIT HOURS
TOTAL	150 CREDIT HOURS

CONTACT US

Ms Haryati Bakrin
Coordinator

**Bachelor of Applied Linguistics and
Business Administration (Honours)**
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**CONNECTING LANGUAGE WITH BUSINESS
TOWARDS SUSTAINABLE DEVELOPMENT**

PROGRAMME AIMS

The program aims to produce graduates with an in-depth knowledge of English linguistics and business administration who are able to communicate effectively and think critically in a variety of business contexts.

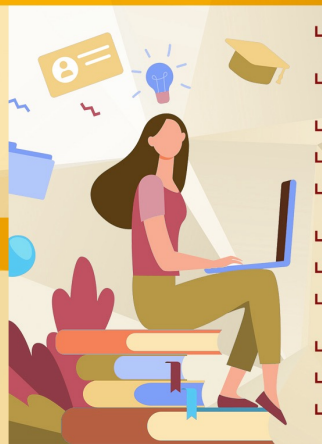
JOB OPPORTUNITIES

The types of jobs that are suitable for this program are as follows:

- Marketing manager
- Business Language Consultant
- Human Resource Officer (Administrator and Executive)
- Banking Corporate Officer (Communication/ Advertising/ Branding Division)
- Public Relations Officer
- Project manager

Areas of services that require graduates of this program are as follows:

- Government/Private SECTORS
- Banks and Financial Institutions
- Local and International Companies (Marketing & Sales Operations Division)
- Marketing, Public Relations & Advertising Company
- Telecommunication Companies
- Manufacturing



- LOD 1
- LOD 2
- LOD 3a
- LOD 3b
- LOD 3c
- LOD 3d
- LOD 3e
- LOD 3f
- LOD 4a
- LOD 4b
- LOD 5

Describe advanced and comprehensive theoretical knowledge of applied linguistics and business administration related to the field of study, work and/or practice.

Demonstrate intellectual independence in the application of knowledge within specific field(s) by applying critical, analytical and evaluation skills in the field of study/work/practice.

Demonstrate the ability to do research in applied linguistics and business administration.

Use language flexibly and effectively for social, academic and professional purposes.

Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.

Use a broad range of information, media and technology applications to support study/work.

Analyse linear and non-linear information for study/work.

Demonstrate decision making capacities, accountabilities and professionalism by working towards predetermined goals and outcomes.

Engage effectively in self-directed lifelong learning and professional pathways.

Demonstrate entrepreneurial competency in selected project(s).

Observe and identify ethical issues, make decision ethically, and act professionally within the varied social and professional environment and practice.

ENTRY REQUIREMENTS



A: STPM (Arts) S: STPM (Sciences)

- Passed with minimum CGPA of 2.75.
- (i) Passed with a minimum Grade C/BC at SPM Level in Mathematics/Additional Mathematics.

OR
(ii) Passed with Grade E/BE at SPM Level in Mathematics / Additional Mathematics.

AND
Passed with Grade C/BC at SPM Level in Principles of Accounting/Basic Economics/Economics/Commerce/ Business/ Entrepreneurial Studies/Physics/ Chemistry/ Biology/ Engineering Drawing
- MUET: Band 4



N: MATRICULATION (Science)

- Passed Matriculation/Foundation programme with minimum CGPA of 2.75.
- Passed with a minimum Grade C(2.33) at Matriculation/ Foundation programme in Mathematics.
- (i) Passed with Grade C at SPM Level in Mathematics/ Additional Mathematics.

OR
(ii) Passed with Grade E at SPM Level in Mathematics/ Additional Mathematics.

AND
Passed with Grade C at SPM Level in Principles of Accounting/ Basic Economics /Economics/Commerce/ Business/ Entrepreneurial Studies/Physics/ Chemistry/ Biology/ Engineering Drawing
- MUET: Band 4



P: MATRICULATION (Accounting)

- Passed Matriculation/Foundation programme with minimum CGPA of 2.75.
- Passed with a minimum Grade C(2.33) at Matriculation/ Foundation programme in Mathematics and Economics/ Accounting.
- (i) Passed with Grade C at SPM Level in Mathematics / Additional Mathematics.

OR
(ii) Passed with Grade E at SPM Level in Mathematics/ Additional Mathematics.

AND
Passed with Grade C at SPM Level in Principles of Accounting/ Basic Economics /Economics/Commerce/ Business/ Entrepreneurial Studies/Physics/ Chemistry/ Biology/ Engineering Drawing
- MUET: Band 4



U: FOUNDATION (Law)

- Passed Matriculation/Foundation programme with minimum CGPA of 2.75.
- Passed with a minimum Grade C(2.33) at Matriculation/ Foundation programme in Introduction to Economics/Basic Economics/Economics
- (i) Passed with Grade C at SPM Level in Mathematics / Additional Mathematics.

OR
(ii) Passed with Grade E at SPM Level in Mathematics/ Additional Mathematics.

AND
Passed with Grade C at SPM Level in Principles of Accounting/ Basic Economics /Economics/Commerce/Business / Entrepreneurial Studies/Physics/ Chemistry/ Biology/ Engineering Drawing
- MUET: Band 4.



T: STAM

- (i) Passed with a minimum Grade C/BC at SPM Level in Mathematics/Additional Mathematics.

OR
(ii) Passed with Grade E/BE at SPM Level in Mathematics/ Additional Mathematics.

AND
Passed with Grade C/BC at SPM Level in Principles of Accounting/Basic Economics /Economics/Commerce/ Business// Entrepreneurial Studies/Physics/ Chemistry/ Biology/ Engineering Drawing
- MUET: Band 4.



G1: DIPLOMA UA G2: DIPLOMA POLYTECHNIC E3: DIPLOMA IPTS

- Successful completion of the Diploma or its equivalent which is certified by the Malaysian Government and approved by the University Senate with a minimum Academic CGPA of 2.75.
- MUET: Band 4.



E2: DVM

- Successful completion of the Malaysian Vocational Diploma in Business or its equivalent which is certified by the Malaysian Government and approved by the University Senate with a minimum Academic CGPA of 3.00.
- Passed with Grade C/BC at SVM Level in Mathematics.
- MUET: Band 4.