



WHAT IS BUSINESS MANAGEMENT?

Business management focuses on the process of planning, leading, organising and controlling resources that will make businesses become more effective, efficient and sustainable. Effective business management is critical in ensuring success of any business.

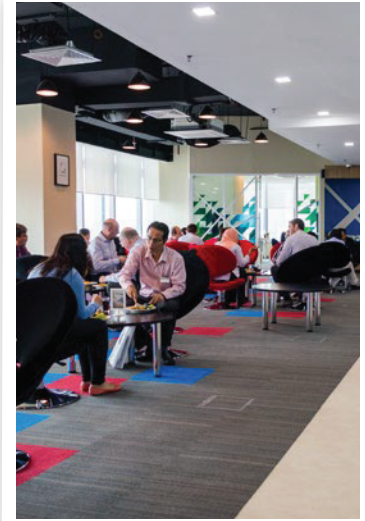
WHAT DOES A BUSINESS MANAGER DO?

Business managers are people who are mainly involved in critical activities of managing business from the aspects of finance, people, marketing and strategic planning.



WHY STUDY BUSINESS MANAGEMENT AT UTP?

- 1 Comprehensively designed programme with strong inputs from industry experts
- 2 Students can choose specialisations that are in demand by the industry during their final year of study
- 3 World-class teaching and learning, research capabilities as well as state-of-the-art facilities
- 4 Strong affiliations with industry
- 5 UTP graduates are highly sought after by oil and gas industry employers, with 90% being employed within 6 months after graduation
- 6 More than 70% of UTP alumni are currently working in oil and gas industry
- 7 The academic staff are highly qualified and experienced. Thus, undergraduate students can benefit greatly from their knowledge and expertise
- 8 The specialisation in Business Analytics gives UTP Business Management graduates the edge to stand competitively in the employment market



WHAT AM I GOING TO LEARN?



National / University

- Management, Social Sciences and Humanities
- Introduction to Oil and Gas
- Scientific Inquiry
- Co-Curriculum



Specialisation

- Business Analytics



Common Core

- Health, Safety and Environment
- Data Analytics



Project Based

- Business Team Project
- 7 months Structured Industrial Internship Programme
- Community Engagement Project
- Final Year Project



Core Discipline by Programme

- Management
- Accounting and Finance
- Marketing and Entrepreneurship
- Corporate Strategy



Electives

- Business Management
- Computer Information Sciences

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