



• Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

• The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

Bachelor of Business Administration (Hons) (Marketing Management)


Reference Number : A10405
Certificate Number : 06087
Name of Qualification : Bachelor of Business Administration (Hons) (Marketing Management)
Date of Accreditation (dd/mm/yyyy) : Starting 02/11/2011
Compliance Audit :
Name of Institution : Multimedia University (MMU), Melaka Campus
Address : Jalan Ayer Keroh Lama
 75450
 Malacca
Telephone Number : 06-252 3277
Fax Number : 06-231 0079
E-mail : acr@mmu.edu.my
Website : www.mmu.edu.my
Type : Bachelors Degree
MQF Level : 6
NEC Field (National Education Code) : 0414 (Management and administration)
Number of Credits : 126
Mode of Study : Full Time

Duration of Study (years) :

Full Time	Weeks/Semester	Semesters	Duration
Long	14	6	3 year/s
Short	7	3	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
2/11/2011	14 + 7	6 + 3	-	3	123
Intake 2012/2013	14 + 7	6 + 3	-	3	126

Remark(s) : NA

NA : Not Available